

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LII.

NEW YORK, AUGUST 16, 1905.

No. 7.

## *Forty-three Cities and Towns in Indiana.*

STAR LEAGUE PUBLISHING Co.,  
Indianapolis, Ind.

100 LAKE STREET, CHICAGO, ILL.,  
March 3, '05.

*Gentlemen:* In reference to your inquiry as to the results we have had from our advertising in your Star League papers, we will state that our advertising therein has been the means of selling more goods than the same expenditure for advertising in any other daily papers in the United States.

Very truly yours,

THE DRAKE COMPANY,  
Successors to DRAKE FORMULA CO.

Results from an advertising campaign is certainly indicative of high-class mediums; publications that have quality as well as quantity of circulation.

The STAR LEAGUE has a guaranteed daily average circulation of over 140,000.

### A TRIAL WILL CONVINCE YOU.

Eastern Representative—C. J. BILLSON, TRIBUNE BUILDING, NEW YORK.  
Western Representative—JOHN GLASS, BOYCE BUILDING, CHICAGO.

The Indiana State Fair Board showed what it thinks of The Farm Star by making it the chief advertising medium for this year's Indiana State Fair.

The State Fair number of The Farm Star will exceed 75,000 copies. You cannot cover Indiana without it.

Mr. W. F. Dunn, Tribune Building, Chicago, will become foreign advertising manager of The Farm Star August 20. The new rates—a copy of which will be sent on application—are effective September 1.

### THE FARM STAR,

Star Building,  
INDIANAPOLIS, IND.

AN OFFER  
TO  
ALL  
POORLY  
PAID  
MEN

McClure's—The Marketplace  
of the World

KIPLING, in one of his inimitable stories, "The Captive," we believe, introduces a picturesque American stranded somewhere in South Africa, who accidentally runs up against some home newspapers and magazines. His surprise and delight are unbounded, and impulsively, from the very depths of his soul, he exclaims:

"Why, that's New York! Give me the ads in 'McCLURE's,' and I am in touch with God's country again."

This poor, homesick exile has given us a very illuminating illustration of the peculiar attraction and widespread repute of magazine advertising as it is exploited to-day.

*Curtis P. Brady*  
Mgr. Adv. Dept.

THE WAYNE  
ESKAY'S FOOD

McClure's

From September McClure's.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LII.

NEW YORK, AUGUST 16, 1905.

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## FORTY YEARS AN ADVERTISING AGENT.

By Mr. George P. Rowell;

### THIRTY-THIRD PAPER.

I have made reference to the circumstance that I was at one time a director of a small State bank. It had come about in this way. While I lived in Boston I was called upon one day by a cousin, a year or two my senior, who was a storekeeper in East St. Johnsbury, Vermont. We made arrangements to go to a theater that evening and he brought with him two men, also from Vermont, one being a Mr. Hibbard, a junior partner of the well known firm of wholesale drug and medicine dealers, Messrs. Geo. C. Goodwin & Co., the other a man in some way connected with the drug and medicine trade, hailing from Waterbury, Vermont, and named John F. Henry. We were all of about the same age, possibly Henry may have been the senior by a year or two. He was a typical example of the New England yankee—tall and lean, of a light sandy complexion, and a manner giving evidence of considerable shrewdness. It was a pleasant evening and I felt that I had made two not undesirable additions to my rather small list of acquaintances, and possibly thought myself not of the least consequence of any of the four of us. In this I was mistaken, for each of the other three was in reality a good deal better situated than I was in the way of a start in a business life. I was probably earning a salary of \$16 a week at the time. Henry had done some business with a

peddler's outfit and I think I felt a little sorry for him.

Soon after I came to New York, however, Henry made his appearance there and had a connection with the great medicine warehouse of Demas Barnes & Co., then the leading institution in that line in the United States. Barnes owned a great many trademarks, a half interest in Plantation Bitters and was about that time launching Castoria on the sea of public favor. Pretty soon Henry told me he was a partner in the concern, and before I had gotten over my surprise at that he had bought Barnes out and the firm became John F. Henry & Co. The mercantile agencies rated him A1—a million and over—he was talked of for Mayor of Brooklyn, seemed to have his own way if he went to Albany about any matter before the Legislature, was listened to when he talked before the New York Chamber of Commerce, after the gray-beards had gotten over their surprise that any one under sixty should venture to speak at all, and was very much in evidence everywhere—still retaining his rather lanky and countryfied air, but competent to meet all comers, and needing no one to aid him in his efforts to take care of himself.

Henry had come in contact with a Mr. Joseph U. Orvis, a man who had had much to do with banks and banking, and who had in mind establishing a new bank with a capital of \$250,000. It was already well under way when Henry proposed that I should buy some stock, and suggested that if I took a considerable interest I might have a place on the board of directors. I put my name

down for \$10,000 and was made a director. The board was made up somewhat on the plan adopted for the New Hampshire Legislature, where the idea seems to prevail that it is a good school and can hardly have too many members. I rather think our board numbered as many as two dozen in all, and among them were several men of first-class consequence—including in this category, without doubt, Mr. Henry and the writer. Of those that gathered about that table in the directors' room, I believe that save the Hon. Stewart L. Woodford—former Lieut.-Governor of New York and United States Minister to Spain—and myself, no others are now living.

Our most solid and influential member was Mr. Edward Clark, owner of at least one half the stock of the Singer Manufacturing Company. Perhaps the director who was most active in promoting the progress of the institution was Mr. Henry. The one who was most listened to was Mr. Inslee A. Hopper, elected to the board by Mr. Clark's suggestion. I was the youngest member and Hopper the next younger. The main secret of his preponderating weight was that he was supposed to voice Mr. Clark's ideas, and Mr. Clark, who owned about a third of all the shares, rarely spoke at all. He was that Mr. Clark who founded the great Clark estate, of which New Yorkers hear a good deal, which at his death amounted to thirty million dollars, and at the present time is thought to run up above a hundred millions. Isaac N. Singer, the original owner of the famous Singer Sewing Machine, was not living at this time. Mr. Clark controlled the affairs of the great Sewing Machine Company, but Mr. Hopper, young as he was—scarcely more than thirty—had for some years been its president.

Isaac N. Singer was a yankee of Connecticut origin. He used to travel about the country with a horse and a covered wagon, in which he carried and from which he sold wood type, and delivered it to printing offices for use in the

preparation of poster and other work, that required the sort of display seen nowadays in Mr. Hearst's newspapers, when it is desired to direct attention to murders and similar enterprises. He had obtained the sewing machine patent in the way of a swap or small speculation, and, being a man of resources and tireless energy, not only made more progress in introducing his particular sewing machine than any one before him had ever done, and also got into more law-suits, in that and other connections, than falls to the common lot of man. Mr. Clark was his attorney, and there came a time when there seemed to be due to him, for services rendered, the considerable sum represented by the figures 10,000 following a dollar mark; and, in settlement of that claim, Singer gave him a half interest in the business.

I was going over to Washington one day, and it chanced that in the parlor car Mr. Hopper had the chair next to me. Having nothing better to do, we talked to each other. "How did you, so young a man, happen to get yourself made president of the Singer Manufacturing Company?" I asked. "I'll tell you about that," he said. "You know I have held the office for some years. I was bookkeeper for the old concern; and one day Mr. Singer came to my desk and said, 'Hopper, are you married?' I said no, and asked why he made the inquiry. 'I'll tell you why,' said he. 'We are going to incorporate this business, and Clark won't let me be president—and I swear I won't let him. We ought to have a married man. You are pretty young, but I think if you were married, we would make you president. Don't you know some nice girl that you would like to marry?' I did know such a girl, but my circumstances were not such as to warrant me in assuming extra obligations, and I had never hinted of the matter to her; but that evening I went to see her and told her the whole story. She was nice about it, and agreed to help me out. We were married

(Continued on page 6.)



# A FEW "REASONS WHY" FOR THE JUDICIOUS ADVERTISER

The judicious advertiser wants to know the "reason why" for most things. There are many "reasons why" the following high-grade, home, evening newspapers are first in the estimation of the experienced man of advertising affairs, when placing contracts in Baltimore, Washington, Montreal, Minneapolis or Indianapolis.

A few reasons are herewith delineated:

- † Largest home circulation—food for the advertiser.
- † Read by the buying classes.
- † The favorite of the housewife.
- † Received in the home at a time when there is leisure and inclination for reading.
- † Contains to-day's news to-day and an opinion or two about the morrow.

*Many more "reasons why" for the asking.  
Space here will not permit further comment.*

***The Baltimore News.***

***The Washington Star.***

***The Montreal Star.***

***The Minneapolis Journal.***

***The Indianapolis News.***

Special Representatives:

DAN A. CARROLL,	W. Y. PERRY,
Tribune Building,	Chicago.
New York.	Tribune Building,

within two weeks. I was made president. They fixed my salary at \$25,000—that's what all the directors receive—and I have held the place ever since."

I think Mr. Clark must have been fond of Mr. Orvis. He gave a dinner one night in honor of the directors of the Security Bank. This was at his residence in 23d street, not far from where Dutton's book store is now situated. Other gentlemen were present. It was the finest entertainment I had ever seen. There was some speechmaking, and one gentleman, with a playful facetiousness, told a story of early experiences when he first came to New York as a boy. He, with a companion, was walking through Chatham street to their boarding house in Cliff street, when, not far from Printing House Square, they saw, in a window, a sign in white letters cut on red glass, illuminated by a gas jet behind it, that read *NOT MINCE PIES*, and the two thought, as it was late and cold, a hot mince pie would be about the right thing to go to bed on; so they made up the price—25 cents—between them, and with the pie wrapped in butcher's paper, under the arm of one, they sought the privacy of their attic room, produced their knives and prepared to regale themselves; when the operator, whose best blade was the one known as the pen-knife, was amazed to find he had broken the steel in his effort to divide the treasure—the pie was frozen stiff. Next day they went in company, hot—unlike the pie—with anger, and energetically remonstrated with the Hebrew who had fooled them so. They gave expression to their views; he listened with some apparent interest, but when they gave him a chance to speak, reminded them that he had not told them that the pie was hot, but—pointing to the sign—continued, "That's the name of 'em." The gentleman then referred to our bank and its designation, "The Security" and hoped that, unlike the pie the name would in fact be found to represent an actual condition. We all hoped so too and probably thought so, but

that speech, at a later period, more than once recurred to my mind.

Mr. Orvis had a good knowledge of banking. It was said that he had been the responsible head in starting not only the Ninth National but also the great Park Bank, but, for one reason or another, had seceded from each. I guess he was something like what a Western man once called the brilliant Frank Hatton—"A hell of a commencer"—for after a time there was dissatisfaction with our president in our own board. We had decided that the capital was too small, and we would double it, and I, to show my good will and faith, put up another \$10,000 for more stock, and this made me the largest holder next to Mr. Clark—the gap between him and me was pretty wide however. Finally there was a disposition to induce Mr. Orvis to resign. To this I was opposed. I stood by him. The matter was held a considerable time in abeyance, but one day I had a visit from Mr. John Mack, another director—perhaps his principal claim to fame may consist of the fact that he was the father-in-law of the great Tammany orator, Bourke Cockran—who told me that Mr. Orvis must go; that a large majority of the directors were pledged to vote that way; that he had felt as I did but had changed his mind, and I must too. It would make no difference in the result, but it would be better to have the action unanimous and avoid any appearance of a disagreement. I acquiesced, reluctantly; but knowing that Mr. Orvis counted me as a supporter, insisted that I would go to him at once and tell him how things stood—and how I stood. Mr. Orvis' reception of me and my story made a strong impression on me. He had been pretty strenuous in his objection to being ousted, and pretty energetic in his language at times, but he listened to me calmly, with an unruffled countenance; thanked me for my frankness, found no word of fault with me or anybody else, and seemed in an altogether pleasant

(Continued on page 8.)

# A Twenty-four page Descriptive Booklet— mailed free—

Explains why the advertiser, or the agent who is going to prepare lists and estimates for the Fall campaign, will find Rowell's American Newspaper Directory for 1905 a mighty handy, practical and economical assistant. ¶ Over 23,000 newspapers, magazines and periodicals revised to date. ¶ If you estimate with Rowell's Directory, you estimate on the safe side. ¶ Send in your order NOW. ¶ Every advertising agent—every advertiser who spends as much as five hundred dollars a year in general advertising—every maker of material and supplies used in a publisher's office—and every firm who has occasional use for a partial or a complete list of newspapers, class papers and magazines published in the United States or Canada—ought to buy a copy of this Directory. Send for the booklet.

---

**Cloth and gold; over 1,500 pages. \$10 net cash, sent carriage paid upon receipt of price.**

(Recognized Advertising Agents and Book dealers are entitled to a trade discount of 15 per cent.)

**SEND ORDER AND MAKE CHECKS PAYABLE TO**

**CHAS. J. ZINGG, *Manager,***

**The Printers' Ink Publishing Company,**

**10 Spruce Street (up stairs),**

**NEW YORK CITY.**

and placid state of mind. This was so different from what I had expected that, although it gratified me to see it. I could not refrain from remarking upon his calmness and apparent unconcern; whereupon he said—quite pleasantly—"It is my impression that you will find that people always *submit to the inevitable* without any fuss."

The bank did no better under a new head; in fact did worse; dividends were passed; we on the inside could see that the capital was impaired; we seemed to go from bad to worse. There began to be talk of this measure and that—consolidation with some other bank and I know not what beside. As I was the youngest member of the board, my voice had never been raised at the meetings, but I had begun to think less than formerly of the wisdom of some who spoke oftenest and most influenced the conduct of the concern. Finally some one made a suggestion that seemed to me specially objectionable; and, blushing, I arose to express some views of my own. Mr. Clark had taken the presidency temporarily, to give the concern the benefit of his name and reputation for wealth; he sat at the head of the table, and to him I addressed what I had to say. "We had gone on year after year, we had made no money, every change had been for the worse, no step seemed to advance us in any direction other than down hill; we who were present represented a large percentage of the stockholders—a majority—we knew there were assets sufficient to pay the depositors in full; let us do that then while we can and let the stockholders stand the loss that they cannot avoid; let us wind up the institution ourselves and wipe our hands of it."

To the right and left of me I could see only disapproval. In Mr. Clark's face I could read nothing. Mr. Hopper sat by my side and rose to speak as I sat down. I could not guess what would be the tone of his remarks, but he surprised me. He commended what I had said, com-

mended the course I had mapped out, and moved that Mr. Rowell's suggestions be adopted and carried out, that the work be done by a committee of the board, and that Mr. Rowell be chairman of that committee. His earnestness seemed to impress Mr. Clark. Some remarks were made from each hand, beginning in a rather sarcastic strain, commenting upon the unexpected prominence the youthful member of the board had stepped into, and suggesting one or two other courses. Mr. Clark said a few words that carried much weight, and it was voted that the plan should be carried out precisely as I had suggested, by a committee to be appointed by the president. Mr. Clark thereupon appointed me and Mr. Hopper—I to act as chairman. Mr. Hopper then arose and said if he was to serve he wished to have Mr. Clark also added to the committee, so that he might be available as an adviser, and on account of the confidence his name would inspire. This was so ordered, and the meeting adjourned; but before any one had left the table, Mr. Hopper said to Mr. Clark, with a half laugh in his voice—like a big boy asking of a father a favor that he was confident would be granted—"Mr. Clark, I want you, now, to go down to the Chemical Bank and tell them to let us have all the money we want—if we do want any." Mr. Clark smiled, a peculiar but not unpleasant smile; his eyes were seen to glisten through his gold-bowed glasses; and he went out and did just what Mr. Hopper had suggested that he should; and the first information the public had, of any trouble in our little bank, was a printed notice to the depositors requesting them to draw their checks for the balances standing to their credit. And, would you believe it? they were so slow about doing this, and we realized upon our resources so promptly, that we never had to avail ourselves of Mr. Clark's backing to the extent of a single cent.

I closed up the affairs of the concern, paid the depositors in

full, and eventually gave the stockholders about thirty cents on a dollar; but, before the final dividends were paid, a broker in Wall street had succeeded in buying up, practically, all the stock at a percentage below its actual value, and, as I took it off his hands, I found, when the affair was closed, I, personally, was protected from any actual loss on my \$20,000 investment. The stockholders who did not sell never made any complaint, and, as I charged nothing at all for my services and gave them every cent that came in, it is not probable that any one ever thought of being other than well satisfied. I can see no reason why they should. This was my only experience in banking.

R. S. BRIGHAM,  
Street-Car Advertising.  
TOPEKA, Kan., June 20, 1905.

When the Rowell articles stop, there will be something missing from your bright publication—something that it will be hard to replace. May it be many a long week before this delightful series reaches its end.

R. S. BRIGHAM.

N. W. AYER & SON,  
PHILADELPHIA, June 28, 1905.  
I have greatly enjoyed Mr. Rowell's *PRINTERS' INK* articles relating his experience as an advertising agent.

During thirty-five of these forty years in which he has been helping to make the history which he writes, I have been "keeping everlastingly at it" in a similar effort. F. W. AYER.

MILWAUKEE, Wis., June 29, 1905.  
I have been reading the articles by Mr. Rowell in *PRINTERS' INK* with great interest. To the young man, who is following the advertising game, they are worth more than can be measured in mere dollars and cents.

THE BADGER PUBLISHING CO.,  
By Benj. Fuelleman.

MILWAUKEE, July 10, 1905.  
I have read with great interest—not only interest but pleasure—Mr. Rowell's chapter upon the patent insides. It is an excellent piece of history writing, but is particularly interesting to those who have ever had any hand in the business. A. J. AIKENS.

DETROIT, Mich., July 13, 1905.  
Mr. Rowell's serial contribution, "Forty Years an Advertising Agent," is intensely interesting. J. COTNER,  
Sec'y-Treas., The Sprague Publishing Co. (*The American Boy*).

PHILADELPHIA, Pa., July 6, 1905.  
There is hardly any necessity for adding my mite to the recommendation that you keep the "Forty Years an Advertising Agent" letters going until Mr. Rowell has run out of material.

Mr. Rowell's letters have given me thoughts and ideas for reflection that I could not have secured in any manner, except by purchase through years of "bumping" experience. Of course experience is the only real teacher, but the man who goes for a slide down the toboggan, having been informed in advance of a steep incline at a given point, that is bound to take his breath, can, in a measure, prepare for the "bump," and only needs to give half a gasp, while the fellow who goes uninformed gives a gasp and a half.

Human-kind loves to read of natural, healthful, living experiences, and Mr. Rowell seems to have had a few of such, that should be very helpful to all enterprising men and women who believe in getting the most out of life.

F. E. MORRIS,  
Vice-Pres. and Gen'l Mgr., California Mineral Water Co., San Diego, Cal.

SPRINGFIELD, Mass., July 11, 1905.  
We are reading "The Forty Years an Advertising Agent" by George P. Rowell with great interest. There is much in it to encourage any line of advertising.

JOHN W. CRANE, Real Estate Broker.

"THE PHOENIX PIONEER AND BOUNDARY MINING JOURNAL."

PHOENIX, B. C., July 12, 1905.  
Having been a reader of *PRINTERS' INK* from Volume 1, No. 1, I wish to say that, in my humble opinion, nothing more interesting has ever appeared in the publication than Mr. Rowell's "Forty Years an Advertising Agent."

W. B. WILLCOX, Manager.

EAST GLOUCESTER, Mass.,  
July 14, 1905.

Mr. Rowell's articles in *PRINTERS' INK* are most interesting. What funny stories! I nearly had hysterics over the man who saw bugs.

C. L. HARRINGTON.

OTTAWA, Canada, July 14, 1905.  
To say that I have enjoyed that very spicy story (Forty Years an Advertising Agent) would be putting it mildly. To a young man it presents ideals in the business world that are seldom revealed in so clear a manner. Let it be said that this story will reach down as a triumph of its kind.

W. R. BARNARD,  
Advertising Dept. John M. Garland, Son & Co., Wholesale Dry Goods.

CHICAGO, July 19, 1905.  
Mr. Rowell's "Forty Years" papers are very interesting to a dozen advertising men of my acquaintance here, although I do not suppose the younger portion of the fraternity take as much interest in it as we old-timers do. THEODORE P. ROBERTS.

**"MAPLEWOOD,"**

PITTSFIELD, Mass., July 15, 1905.

In copies of **PRINTERS' INK**, sent to the above hotel, I have been reading Mr. Rowell's "27thly," and "28thly," and I am prompted to tell you that I have enjoyed the performance, and to ask if the series are to be printed in collected form? For I would like to read the story, if you ever have it printed in that way.

MARCUS H. ROGERS,  
Once publisher of the *Berkshire Courier* of Great Barrington, and later of the *Berkshire Eagle* of Pittsfield, Mass.

**"LEONARD'S ILLUSTRATED MEDICAL JOURNAL."**

DETROIT, Mich., July 20, 1905.

As a chaser to the "blue devils" commend me to the Rowell advertising agent reminiscences now running in **PRINTERS' INK**. May he live a thousand years (or as Horace might say, *sevens in coelum redeas*, in addressing him) if he will only keep up this weekly resumé of interesting "experiences."

C. HENRI LEONARD.

SMITH'S HOMOEOPATHIC PHARMACY,  
33 West Twenty-Fourth Street.

NEW YORK, July 20, 1905.

I have been reading with great interest Mr. Rowell's contribution to **PRINTERS' INK** and am glad to see so many are requesting that they be continued.

CARROLL DUNHAM SMITH.

OSHAWA, Ont., July 21, 1905.

If it is the intention to issue Mr. Rowell's articles on "Forty Years an Advertising Agent" in book form, be good enough to enter me for a copy. I like to read them. It leaves a nice taste in your mouth, to say nothing of the information to be gained.

GEO. H. PEDLAR, JR.,  
The Pedlar Metal Roofing Co.

CHALFONTE, ON THE BEACH,

ATLANTIC CITY, N. J., July, 1905.

Mr. Rowell's letters are the most interesting things that you print. Keep them going. A. T. BELL, Secretary.

NEW YORK, July 25, 1905.

I have been reading Mr. Rowell's story of "Forty Years an Advertising Agent," and I would like to express the opinion that the most valuable contribution in the whole series is the story "An Advertising Agency" appearing July twenty-sixth, not only for the revelation of the conditions existing, but because it gives me a more thorough insight into the thoroughness of that work, and the clear thinking he has put into it—a great deal of which is still being absorbed and used in the business by others.

I think the advertising world can be congratulated that he was one of the first—and therefore the pacemaker—of the advertising agency.

T. BALMER,  
Advertising Director, Street Railways  
Advertising Company.

LEXINGTON, Ky., July 21, 1905.

Being a young man with only a few years' experience in advertising, the writer feels that he has derived more real help from Mr. Rowell's letters in **PRINTERS' INK** than any articles that have yet come to his notice. The manner of setting forth the stages through which advertising has passed during the last forty years helps one to understand more fully why certain conditions are existing in the advertising world; and the letters are withal delightfully entertaining.

HENRY KELLILWARD,  
Advertising Mgt., Lexington Leader.

LONDON, England, July, 1905.

I want to add my small voice to the chorus which acclaims the unequalled interest of Mr. Rowell's recollections.

T. RUSSELL.

A SAMPLE book of Venezia cover papers from James Spicer & Sons, 50 Upper Thames street, London, E. C., shows an assortment of attractive stock for advertising brochures and similar purposes, but somehow the colors do not seem to be as rich and tasteful as those with which American advertisers are familiar. Perhaps this is merely a difference in point of view, however.

THE fall and winter catalogue of Crawford Shoes, from the Charles A. Eaton Co., Brockton, Mass., is worked out boldly in red and black, with the Crawford box label as a motif in the cover. It goes to retailers.

## Largest Known Circulation

of any newspaper in  
the United States,  
whether morning or  
evening, selling for  
more than one cent.

## The Facts with Guarantee Star

will be found in the  
Roll of Honor, printed  
in every issue of  
**PRINTERS' INK. : : :**

# CHICAGO RECORD-HERALD

# THE AGRICULTURAL PRESS.

By J. Lewis Draper, Secretary,  
National Agricultural Press  
League.

There were in the United States, at the time of the last decennial census, 5,739,657 farms, representing a total fixed investment of \$20,514,001,838, and directly supporting close to half of the productive workers of the nation.

Of course, it is trite to say that agriculture is the basis of our prosperity; nevertheless, it seems difficult for the average man of affairs to realize what a large percentage of the money he handles comes from the rural population. Agricultural and Live Stock products aggregate in value approximately four billions of dollars.

To reach these six million homes and that four billion dollars, ought to be a matter of concern to every manufacturer of a legitimate commodity of life.

Fortunately for the manufacturer and the merchant there is a means of easy and convenient access to these minds and purses.

\* \* \*

Rowell's American Newspaper Directory for 1905 lists, under the headings of agricultural, live stock and dairy publications, the following 419 papers, with an aggregate circulation of probably over 6,000,000 copies.

## ALABAMA.

Birmingham, Dixie Manufacturer. W. "TEL."  
Birmingham, Dixie Home. M. "TEL."  
Birmingham, Southern Farmer. M. "TEL."  
Eufaula, Alabama Poultry and Pet Stock Journal. M.

## ARIZONA.

Phoenix, Arizona Cattleman. W. "TEL."  
Phoenix, Southwestern Stockman. W. "TEL."  
Tucson, Miner and Stockman. S. M. "TEL."  
Wilcox, Arizona Range News. W. "TEL."

## ARKANSAS.

Little Rock, Arkansas Home Seeker. M. 12,539  
Stuttgart, Poultry Gem. M. 4,246

## CALIFORNIA.

Chino, Chino Valley Champion. W. "TEL."  
Fresno, California Agricultural Journal. S. M.  
Fresno, San Joaquin Valley Farmer. S. M. "TEL."  
Fresno, Live Stock and Dairy Journal. M. 5,838  
Imperial, Press and Farmer. W. "TEL."  
Kingsburg, Western Bee Journal. M.  
Los Angeles, California Cultivator. W. 10,317  
Los Angeles, Pacific Fruit World. W.  
Los Angeles, Live Stock Tribune. M. I  
Los Angeles, Rural California. M. I  
Oakland, California Fancier. M. "TEL."

Petaluma, Poultry Journal. W. "TEL."  
San Francisco, Breeder and Sportsman. W. H  
San Francisco, Butchers' and Stock Growers' Journal. W. I  
San Francisco, Dairy and Produce Review. W.  
San Francisco, Pacific Rural Press. W. F  
San Francisco, Home and Irrigation Age. M.  
San Francisco, Western Creamery. M. "TEL."  
San Jose, Fanciers' Monthly. I  
San Jose, Town and Country Journal. M. 9,126  
Santa Rosa, Sonoma Co. Farmer. W. "TEL."

## COLORADO.

Boulder, Rocky Mountain Bee Journal. M. "TEL."  
Denver, Record-Stockman and Colorado Price Current. D. I  
Denver, Field and Farm. W. H  
Denver, Ranch and Range. M. F  
Denver, Western Poultry World. M. 16,542

## CONNECTICUT.

Hartford, Connecticut Farmer. W. "TEL."  
Hartford, New England Poultry Journal. M. F  
Stamford, Poultry Standard. M. G

## DELAWARE.

Georgetown, Eastern Shore Farmer & Fruit Culturist. M. F  
Wilmington, Delaware Farm and Home. W. (!)

## DISTRICT OF COLUMBIA.

Washington, Crop Reporter. M  
Washington, Feather. M. F

## FLORIDA.

De Funiak Springs, Stockman. M. "TEL."  
DeLand, Southern Field and Home. M. "TEL."  
Lakeland, Florida Strawberry Journal. M. "TEL."  
San Mateo, Item. W. "TEL."

## GEORGIA.

Ashburn, Wiregrass Farmer and Stockman. W. "TEL."  
Ashwood, Southern Field and Fire-side. M. "TEL."  
Athens, Southern Farmer. M.  
Atlanta, Southern Cultivator and Dixie Farmer. S. M. 40,280  
Atlanta, Southern Fancier. M. "TEL."  
Atlanta, Southern Ruralist. M. 42,791  
Barnesville, Georgia Farmer. S. M.  
Blakely, Southern Pitt Games. M. "TEL."  
Griffin, Middle Georgia Farmer. W.  
Waycross, Southern Poultry Courier. M. I

## IDAHO.

Caldwell, Gem State Rural. W. I

## ILLINOIS.

Carbondale, Farmers' Institute. M. I  
Chicago, Drovers' Journal. D. C  
Chicago, Drovers' Journal. S. W. G  
Chicago, Drovers' Journal. W. H  
Chicago, Live Stock World. W. 15,628  
Chicago, American Bee Journal. W. G  
Chicago, Breeders' Gazette. W. 67,751  
Chicago, Dairy Produce. W. H  
Chicago, Farmers' Review. W. G  
Chicago, Farmers' Voice. W. 25,062  
Chicago, Farm, Field and Fireside. W. E  
Chicago, Horseman and Spirit of the Times. W. G  
Chicago, Horse Review. W. G  
Chicago, Live Stock Journal. W. G  
Chicago, Live Stock Report. W. 20,835  
Chicago, Markets. W. E  
Chicago, Prairie Farmer. W. G  
Chicago, Hospodarske Listy. S. M. 3,795  
Chicago, American Horse-Owner. M. I  
Chicago, American Poultry Journal. M. 40,458  
Chicago, American Sheep-Breeder and Wool Grower. M. H  
Chicago, American Swineherd. M. 48,963  
Chicago, Commercial Poultry. M. H  
Chicago, Dairy World. M. H  
Chicago, Farm Life. M. 115,451



Chicago, Milk News.....M.....I	Lexington, Kentucky Stock Farm.....W.....I
Chicago, Successful Poultry Jour- nal.....M.....H	Lexington, Thoroughbred Rec- ord.....W....."ZKL"
Chicago, Thrasher World and Farmers' Magazine.....M.....E	Louisville, Farmers' Home Jour- nal.....W.....I
DeKalb, American Fancier and Breeder.....M.....I	Louisville, Inland Farmer.....W....."ZKL"
East St. Louis, Poultry Culture.....M.....G	Louisville, Home and Farm.....S. M.....105,804
Egin, Dairy Report.....W.....H	Louisville, Home Tribune.....M.
Freeport, Poultry.....M.	LOUISIANA.
Freeport, Poultry Tribune.....M.....10,583	Crowley, Rice Journal and Gulf Coast Farmer.....M.....5,866
Hudson, Gleaner.....W....."ZKL"	Morgan City, Rural Topics.....W....."ZKL"
Jacksonville, Farm.....B. W.....I	Shreveport, Cotton Bale.....M....."ZKL"
National Stock Yards, National Live Stock Reporter.....D.....H	MAINE.
Quincy, Farmers' Call.....W.....G	Augusta, Maine Farmer.....W.....G
Quincy, Poultry Keeper.....M.....C	Freeport, Eastern Poultryman.....M....."ZKL"
Quincy, Reliable Poultry Journal.....M.....49,357	Fryeburg, Farm and Poultry Her- ald.....M.
Quincy, Urban and Rural Amer- ican.....M.....H	Waterville, Turf, Farm and Home.....W.....I
Rock Island, Forehand Farmer.....M....."ZKL"	MARYLAND.
Springfield, Farm Home.....M.....C	Baltimore, Farmers' and Planters' Guide.....M.....21,016
Sterling, Rural Life.....W....."ZKL"	Baltimore, Southern Farm Maga- zine.....M.....H
INDIANA.	MASSACHUSETTS.
Derby, Game Bird.....M.....G	Boston, American Cultivator.....W.....F
Greenfield, Inland Poultry Jour- nal.....M.	Boston, American Horse Breeder.....W.....F
Huntington, Farmers' Guide.....W.....D	Boston, American Stock Keeper.....W.....H
Indianapolis, Live Stock Journal.....D.....I	Boston, Massachusetts Plough- man.....W.....H
Indianapolis, American Tribune.....W.....G	Boston, Farm Poultry.....S. M.....D
Indianapolis, Farm Star.....W.....42,462	Springfield, American Agricultur- ist.....W.....100,929
Indianapolis, Indiana Farmer.....W.....G	Springfield, New England Home- stead.....W.....40,887
Indianapolis, Jersey Bulletin and Dairy Farming.....W.....I	Springfield, Orange Judd Farmer.....W.....71,735
Indianapolis, Western Horseman.....W.....H	Springfield, Farm and Home.....S. M.....565,808
Indianapolis, Swinebreeders' Journal.....S. M.....(??)	Wenham, American Apiculturist.....M
Indianapolis, Up-to-Date Farming and Gardening.....S. M.....131,250	MICHIGAN.
Indianapolis, American Farmer. Live Stock and Poultry Raiser.....M.....C	Allegan, Farmer's Friend.....M.....F
Indianapolis, Fanciers' Gazette.....M.....I	Battlecreek, Game Fanciers' Jour- nal.....M.....I
Lafayette, Home Journal.....W.....G	Battlecreek, Michigan Poultry Breeder.....M.....H
North Manchester, Poultry Glean- ings.....M....."ZKL"	Bay City, Sugar Beet Culturist.....W.....E
Rockville, Progressive Country Life.....W.....I	Caro, Gleaner.....M.....41,507
Spencer, Agricultural Epitomist.....M.....A	Detroit, Michigan Farmer and State Journal of Agriculture.....W.....C
INDIAN TERRITORY.	Flint, Bee Keepers Review.....M.....I
Duncan, Southern Countryman.....M.	Grand Rapids, American Cheese- maker.....M.....G
Quinton, Pioneer.....W.....(++)	Ithaca, Michigan Poultryman.....M.....H
IOWA.	Paw Paw, Country Visitor.....S. M.....I
Ames, Iowa Agriculturist.....M.....I	Saginaw, Cone's Journal.....M.
Cedar Rapids, Western Poultry Journal.....M.....I	MINNESOTA.
Davis City, Inter-State Farmer.....M....."ZKL"	Heron Lake, Farm and Poultry World.....M.
Des Moines, Homestead.....W.....B	Heron Lake, Farm, Home and Poul- try Journal.....M.....H
Des Moines, Spirit of the West.....W.....G	Minneapolis, Northwestern Agri- culturist.....W.....76,737
Des Moines, Wallace's Farmer.....W.....86,811	Minneapolis, Farm, Stock and Home.....S. M.....79,750
Des Moines, Farm Gazette.....M.	Minneapolis, Skandinavian Farm- er Journal.....S. M.....I
Des Moines, Successful Farming.....M.	Minneapolis, Skordemannen.....S. M.....G
Des Moines, Western Farm Jour- nal.....M.....8,285	Minneapolis, Agricultural Experi- ments.....M....."ZKL"
Dubuque, Farmers' and Mer- chants' Review.....S. M....."ZKL"	Minneapolis, Farm Implements.....M.....G
Maquoketa, Red Polled Record.....M.....2,053	Minneapolis, Northwestern Horse- man and Stockman.....M.....H
Mason City, Farmers' Institute.....W.	St. Paul, Dairy Record.....W.....G
Sioux City, Live Stock Record.....D....."ZKL"	St. Paul, Farmer.....S. M.....83,437
Sioux City, Farmer and Breeder.....W.....F	St. Paul, Farm Students' Review.....M.....2,716
Sioux City, Farmers' Tribune.....W.....39,260	St. Paul, Poultry Herald.....M.....9,041
Traer, Farm and Real Estate Jour- nal.....M.....6,000	South St. Paul, Reporter.....D.
Waterloo, Kimball's Dairy Farm- er.....S. M.....G	Winona, National Farmer and Familien Journal.....S. W.....19,500
Waterloo, Creamery Journal.....M.....G	Winona, American Stock Farm and Advance Farmer.....M.....I
KANSAS.	Winona, Farmer's Wife.....M.
Clay Center, Western Breeders' Journal.....M.....G	MISSISSIPPI.
Coldwater, Stock Journal.....W.	Gulfport, Mississippi Journal.....M.....I
Dodge City, Live Stock Farmer.....W.	Starkville, Southern Farm Gazette.....S. M.....4,250
Osborne, Western Farmer.....M....."ZKL"	MISSOURI.
Topeka, Farmers' Advocate.....W.....H	Columbia, Agriculture College Farmer.....M.
Topeka, Kansas Farmer.....W.....H	Higginsville, Progressive Bee- Keeper.....M.....I
Topeka, Missouri Valley Farmer.....M.....135,500	
Topeka, Poultry Gazette.....M.....18,775	
Topeka, Western Poultry Breeder.....M.	
Wamego, Kansas Agriculturist.....W....."ZKL"	
Wichita, Poultry World.....M.	
Winfield, Albright's Farm and Ranch.....W.....2,968	
KENTUCKY.	
Hopkinsville, Fancy Fowls.....M.....3,375	

Kansas City, Drivers' Telegram.....D.....E  
 Kansas City, Farmer and Stockman.....W.....D  
 Kansas City, Implement Trade Journal.....W.....F  
 Kansas City, Journal of Commerce.....W.....H  
 Kansas City, Kings and Queens of the Range.....M....."EKL"  
 Kansas City, Mid-West Fancier.....M.....  
 Kansas City, Missouri and Arkansas Farmer and Fruitman.....M.....I  
 Kansas City, Missouri and Kansas Farmer.....M.....F  
 Kansas City, Poultry Culture.....M.....G  
 Kansas City, Standard Farmer.....M.....G  
 Macon, Record.....M.....I  
 Mexico, American Farm and Orchard.....M.....F  
 Monroe City, Missouri Farmer.....M.....  
 St. Joseph, Stock Yards Daily Journal.....G  
 St. Joseph, Modern Farmer and Busy Bee.....M.....I  
 St. Joseph, Poultry and Berries.....M....."EKL"  
 St. Louis, Union Stock Yard Journal.....D.....  
 St. Louis, Colman's Rural World.....W.....G  
 St. Louis, Journal of Agriculture.....W.....E  
 St. Louis, Barnum's Midland Farmer.....S.M.....H  
 St. Louis, Farmers' Monthly.....M.....H  
 St. Louis, Farm Progress.....M.....  
 St. Louis, National Farmer and Stock Grower.....M.....104,750  
 St. Louis, Orr's Farm and Poultry Review.....M.....89,603  
 St. Louis, Western Farm Journal.....M.....637,078  
 Sedalia, Ruralist.....W....."EKL"  
 Springfield, Farm World.....M.....I

MONTANA.

Hinsdale, Montana Stockman and Farmer.....S.M....."EKL"  
 Miles City, Stock Growers' Journal.....W....."EKL"

NEBRASKA.

Atinsworth, Western Rancher.....W....."EKL"  
 Lincoln, Deutsch-Amerikan Farmer.....W.....146,867  
 Lincoln, Soil Cultivator.....S.M.....  
 Lincoln, Farm Patriot.....M.....  
 Lincoln, Midwest.....M.....G  
 Lincoln, Nebraska Dairyman and Up-to-Date Farmer.....M.....H  
 Lincoln, Nebraska Farm Journal.....M.....F  
 Lincoln, Poultry Topics.....M.....F  
 Lincoln, Western Swine Breeder.....M.....F  
 Naper, News.....W....."EKL"  
 North Platte, Stockman's Brand.....S.M.....  
 Omaha, American Homestead.....W....."EKL"  
 Omaha, Central Farmer.....W.....  
 Omaha, Nebraska Farmer.....W.....D  
 Omaha, Farm Magazine.....M.....  
 South Omaha, Drivers' Journal-Stockman.....D.....P  
 South Omaha, Magic City Hoof and Horn.....W....."EKL"

NEW JERSEY.

Hammononton, Farm, Garden and Poultry.....M.....I  
 New Brunswick, Poultry News.....M....."EKL"  
 Woodglan, American Game Keeper.....W....."EKL"

NEW MEXICO.

Roswell, Pecos Valley Stockman.....W.....

NEW YORK.

Albany, Country Gentleman.....W.....F  
 Arcade, Western New York Farmer.....W....."EKL"  
 Buffalo, Horse World.....W.....4,547  
 Cooperstown, Otsego Farmer.....W.....H  
 Fayetteville, Practical Poultryman.....S.M.....  
 Fayetteville, Farmers' Institute Bulletin.....M.....E  
 Franklin, Delaware Co. Dairyman.....W.....H  
 Ithaca, Holstein-Friesian World.....S.M.....  
 Jamestown, Country World.....M.....H  
 Johnstown, American Fancier.....M.....I  
 Lisle, Feathered Warrior.....M.....  
 New York-Manhattan and Bronx American Dairyman.....W.....  
 Fruit Trade Journal, Dairy and Produce Record.....W.....I

New York-Manhattan and Bronx, Produce Review and American Creamery.....W.....I  
 Rural New Yorker.....W.....B  
 Tribune Farmer.....W.....B  
 Country Life in America.....M.....C  
 Garden Magazine.....M.....  
 Small Farmer.....M.....F  
 Port Jervis, New York Farmer.....W.....H  
 Skaneateles, Special Crops.....M.....3,075  
 Syracuse, American Poultry Advocate.....M.....82,166

NORTH CAROLINA.

Lexington, Tar Heel Poultryman.....M....."EKL"  
 Raleigh, Farmer and Mechanic.....W.....I  
 Raleigh, Progressive Farmer.....W.....10,509  
 West Raleigh, Agricultural Education.....Q.....I  
 Wilmington, Carolina Fruit and Truck Growers' Journal.....S.M.....I

NORTH DAKOTA.

Agricultural College, North Dakota Farmer, etc.....M.....I  
 Lisbon, North Dakota Farmer.....M.....2,087

OHIO

Bluffton, Farm and Haus.....M.....  
 Cincinnati, American Grange Bulletin.....W.....F  
 Cincinnati Live Stock Review.....W.....H  
 Cincinnati, Farm Topics.....M.....  
 Cleveland, Ohio Farmer.....W.....100,600  
 Columbus, Agricultural Student.....M.....141  
 Dayton, Ohio Poultry Journal.....M.....10,669  
 Lebanon, Jersey Hustler.....M.....  
 Marysville, Farm Investor and Financial Outlook.....M.....  
 Medina, Gleanings in Bee Culture.....S.M.....20,042  
 Norwalk, Farm and Home Enterprise.....W.....I  
 Springfield, Farm and Fireside.....S.M.....338,367  
 Springfield, Farm News.....M.....100,000  
 Zanesville, Breeder and Farmer.....W.....

OKLAHOMA.

Guthrie, Oklahoma Farmer.....W.....##  
 Oklahoma, Oklahoma Farm Journal.....S.M.....19,178  
 Porrv, Western Florist and Fruit Grower.....S.M.....  
 Sterling, Comanche Co. Farmer.....W.....  
 Woodward, Live Stock Inspector.....S.M.....H  
 Woodward, Oklahoma Poultry and Home.....M.....  
 Woodward, Oklahoma Poultryman.....M.....

OREGON.

Portland, North Pacific Rural Spirit.....W.....I  
 Portland, Northwest Pacific Farmer.....W.....I  
 Portland Oregon Agriculturist.....S.M.....I  
 Portland, Baker's Pacific States Farmer, Stockman & Dairyman.....M.....  
 Portland, Northwest Poultry News.....M.....  
 Salem, Pacific Homestead.....W.....G  
 Salem, Northwest Poultry Journal.....M.....I

PENNSYLVANIA.

Beaver Springs, American Monthly Herald.....W.....  
 Beaver Springs, Fanciers' Guide.....M.....5,833  
 Fricks, Poultry Item.....W.....  
 Meadville, Pennsylvania Farmer.....W....."EKL"  
 Mechanicsburg, Farmers' Friend.....W.....H  
 Hifflintown, Fanciers' Guide.....M....."EKL"  
 Oxford, Blooded Stock.....M.....E  
 Philadelphia, Practical Farmer.....W.....C  
 Philadelphia, Rural Farmer.....W.....C  
 Philadelphia, Farm Journal.....M.....598,880  
 Pittsburg, Live Stock Journal.....D.....I  
 Pittsburg, National Stockman and Farmer.....W.....E  
 Sayre, Game Fowl.....M....."EKL"  
 Scranton, Seed Time and Harvest.....M.....E

SOUTH CAROLINA.

Greenville, Cotton Plant.....W.....  
 Timmonsville, Carolina Planter.....M....."EKL"

SOUTH DAKOTA.

Aberdeen, Dakota Farmer.....S.M.....31,391  
 Bellefourche, Bee.....W....."EKL"

Fort Pierre, Sioux Stock Journal..W.....I  
 Mitchell, Progressive Poultry Jour-  
 nal.....M.

## TENNESSEE.

Charlesville, Practical Poultryman..M.  
 Chattanooga, Southern Fruit  
 Grower.....M.. 26,528  
 Chattanooga, Tri-State Farmer and  
 Gardener.....M.....E  
 Columbia, Dixie Game Fowl.....M....."ZEL"  
 Madisonville, Industrial Hen.....M.  
 Memphis, Planters' Journal.....M.....G  
 Nashville, Southern Agriculturist.....S. M.....43,527

## TEXAS.

Belton, Poultry Life of America.....W.  
 Belton, National Fancier.....W.  
 Clarendon, Banner-Stockman.....W....."ZEL"  
 Colorado, West Texas Stockman.....W.....I  
 Corsicana, Truth.....W.....1,527  
 Dallas, Farm and Ranch.....W.....F  
 Dallas, Texas Farmer.....W.....F  
 Dallas, Texas Farm Journal.....S. M.....21,032  
 Dallas, Field and Flur.....M.....9,729  
 Dallas, Southern Poultry Journal.....M.....5,250  
 Fort Worth, Live Stock Reporter.....D.....I  
 Fort Worth, Citizen.....W.....I  
 Fort Worth, Texas Stockman Jour-  
 nal.....W.  
 Greenville, Farmer's Union Pass-  
 word.....W.  
 Midland, Live Stock Reporter.....W....."ZEL"  
 Paris, Helping Hand.....M.  
 Rusk, Industrial Press.....W....."ZEL"  
 San Antonio, Texas Stockman and  
 Farmer.....W.....H  
 San Antonio, Claridge's Texas  
 Stock Farmer.....M.

## UTAH.

Marysvale, Free Lance.....W.

## VERMONT.

Brattleboro, New England Farmer..W.....G

## VIRGINIA.

Emporia, Virginia Farmer.....M.....72,041  
 Lynchburg, Farmers' Guide.....W.  
 Norfolk, Cornucopia.....M.....I  
 Richmond, Animal Life.....M.....H  
 Richmond, Progressive South.....M.....I  
 Richmond, Southern Planter.....M.....H  
 Roanoke, Advocate and Martin's  
 Magazine.....W....."ZEL"

## WASHINGTON.

North Yakima, Northwest Farm  
 and Home.....W.....G  
 Seattle, Ranch.....S. M.....G  
 Spokane, Western Home Journal  
 and Inter-Mountain Poultry  
 Journal.....M.....I  
 Tacoma, Northwest Horticulturist,  
 Agriculturist and Dairyman.....M.....I  
 Tacoma, Pacific Poultryman.....M.....I  
 Walla Walla, Washington Agricul-  
 turist.....M....."ZEL"

## WEST VIRGINIA.

Charleston, West Virginia Farm  
 Review.....M.  
 Morgantown, Rural News.....S. M....."ZEL"

## WISCONSIN.

Beaver Dam, Dodge Co. Farmer.....M.....4,675  
 Cumberland, Advocate.....W.....1,292  
 Cumberland, Northern Farmer and  
 Stockman.....M....."ZEL"  
 Fort Atkinson, Hoard's Dairyman.....W.....E  
 Hamburg, Der Gefuigel-Zuechter.....M.....H  
 La Crosse, Wisconsin Poultry Jour-  
 nal.....M.  
 Madison, Wisconsin Farmer.....W.....D  
 Menominee Falls, Wisconsin Sugar  
 Beet.....M....."ZEL"  
 Milwaukee, Acker und Gartenbau  
 Zeitung.....W.....B  
 Milwaukee, Der Haus und Bauern  
 Freund.....W.....104,664  
 Milwaukee, Der Landmann.....W.....H  
 Milwaukee, Deutsche Warte.....W.....E  
 Milwaukee, Farmers' Sentinel.....W.....C  
 Milwaukee, Gazette Wisconsin.....W.....I  
 Milwaukee, Farmers' Record.....M.  
 North Freedom, Journal.....W....."ZEL"

Racine, Wisconsin Agriculturist..W...\$7,254  
 Whitewater, Cheese and Dairy  
 Journal.....M.

## WYOMING.

Laramie, Wyoming Industrial  
 Journal.....M....."ZEL"

## BRITISH COLUMBIA, CAN.

Ashcroft, Journal.....W....."ZEL"

## MANITOBA, CAN.

Winnipeg, Nor-West Farmer.....S. M.....E

## NEW BRUNSWICK, CAN.

Sussex, Maritime Farmer.....S. M.....H

## ONTARIO, CAN.

Brantford, Canadian Bee Journal.....M....."ZEL"

Brookville, Times and Eastern On-  
 tario Dairyman.....W.....I

Ingersoll, Chronicle and Canadian  
 Dairyman.....W.....I

Ingersoll, Oxford Tribune and  
 Canada Dairy Reporter.....W....."ZEL"

London, Farmers' Advocate and  
 Home Magazine.....S. M.....D

London, Breeders' Advocate.....M....."ZEL"

Ottawa, Canadian Farmer.....W....."ZEL"

Owen Sound, Canadian Poultry  
 News.....M....."ZEL"

Tilsburg, Observer and Farm-  
 ers' Fireside Companion.....W....."ZEL"

Toronto, Canadian Sportsman and  
 Live Stock Journal.....W.....I

Toronto, Sun.....W.....16,177

Toronto, Farming World.....S. M.....G

Toronto, Canadian Poultry Re-  
 view.....M....."ZEL"

## PRINCE EDWARD ISLAND, CAN.

Summerside, Island Farmer.....W.....I

Summerside, P. E. I. Agriculturist..W.....H

## QUEBEC, CAN.

Montreal, Family Herald and  
 Weekly Star.....W.....125,240

Montreal, Illustrated Journal of  
 Agriculture.....S. M.....H

Montreal, Le Journal d'Agricul-  
 ture.....S. M.....61,487

In the above table, where circulation fig-  
 ures are shown, they represent the actual  
 average circulation for an entire year, as  
 furnished the Directory by the publishers of  
 the papers.

A rating by letter, as explained by the KEY  
 below, is never given to a paper if the actual  
 average issue has been ascertained. The  
 rating by letter indicates that the paper will  
 not or does not furnish information upon  
 which an exact and definite rating may be  
 based.

## KEY—TO LETTER RATINGS.

Exceeding seventy-five thousand....	A
Exceeding forty thousand.....	B
Exceeding twenty thousand.....	C
Exceeding seventeen thousand five hundred.....	D
Exceeding twelve thousand five hun- dred.....	E
Exceeding seven thousand five hun- dred.....	F
Exceeding four thousand.....	G
Exceeding twenty-two hundred and fifty.....	H
Exceeding one thousand.....	I

J K L rating indicates that the average  
 issue of the paper is not supposed to exceed  
 a thousand copies, which is the advertiser's  
 unit of value. Papers with 100 or 200 sub-  
 scribers generally demand about as much  
 for their advertising space as is asked by  
 others issuing 800 or 900 copies. They fre-  
 quently occupy exclusive fields which some  
 advertisers deem of special value.

(?) This sign is applied in cases where  
 a publisher expresses himself dissatisfied  
 with the rating accorded, but unwilling to  
 convey information that will warrant a  
 higher rating.

(!!) The general advertiser ought to make  
 himself well acquainted with the merits of

the publication before contracting with it for advertising space.

(++) This publication is a "kicker"—unfriendly to the objects of the Newspaper Directory, and gives little information.

### The editor of Rowell's American Newspaper Directory has offered to verify the correctness of a circulation statement furnished by this paper, provided the publisher of the paper would agree to place the necessary facilities at his disposal. It was stipulated that the verification should be without cost to the publisher of the paper, but to this offer the publisher's response was not such as to entirely remove the impression of doubt that had been cast on the accuracy of the statement furnished.

(Editor Printer Ink.)

On their face, these figures tell little, but a study of the agricultural press reveals a condition absolutely unique in journalism and in advertising, for in its fundamental principle the agricultural paper is *sui generis*. It comes nearer than does any other class of publications of the present day to maintaining the traditions of early American journalism. The agricultural paper is about the only publication that Ben Franklin would recognize if he came back to earth, for it is distinctly an all-around paper—a guide, monitor and friend in every phase of life of the farmer and his entire family.

While it is primarily a trade or technical journal, it is much more than that. It is the farmer's newspaper, his market report, his literary magazine and review, his wife's fashion journal and his children's "Young People's Weekly." Partisan politics is about the only thing it eschews, although the editor does not hesitate to handle without gloves all questions of broad public policy, but usually on non-partisan lines.

The editor of the agricultural paper must be a man of weight and influence, and his readers feel that they know him personally as well as the old-time readers of the *Weekly Tribune* knew Horace Greeley. It is this attitude of mind which gives the paper its influence, and makes it a real leader.

This means much to the advertiser who wants the farmer's money, and renders his task a comparatively easy one, because it bunches together his customers and gives him an exceptionally

strong medium through which to talk to them.

No other class publication reaches so large a percentage of the total number of persons belonging to that class.

No other class publication reaches the entire family of the representatives of that class, nor with such weight and influence.

No other general publication reaches a class of persons so clearly and definitely defined.

No publication of any kind—religious papers not excepted—enjoys a greater confidence on the part of its readers.

No other publication of any kind has so little *waste circulation*, and right here is one of the secrets of the pulling powers of farm papers. For example, the man who advertises in the agricultural press pianos and organs, or shot guns, or household supplies, or boots, or shoes, or toilet articles, or anything else that the human family uses, may know with absolute certainty that every copy of the circulation he pays for reaches a *possible customer*, for every copy goes into a home where all of these things are used.

The same advertisements run in the magazines or the popular weeklies must necessarily appear before a large percentage of globe-trotters, boarding-house dwellers and other unfortunates who do not support their own vines and fig-trees.

Another thing, too, is well worthy consideration: While the face of the circulation figures of the agricultural press, as a whole, shows that there must be considerable duplication of circulation, this duplication is so clearly defined that it need give the advertiser no concern.

The agricultural press may be roughly divided into three classes:

(1.) The State papers of comparatively local circulation, such as the *Rural New Yorker*, the *Ohio Farmer*, the *Illinois Farmers' Review*, the *Iowa Homestead*, etc.—papers with from 20,000 to 100,000 circulation, confined chiefly to the respective States in which they are published.

(2.) Papers of national circulation, such as *Farm Journal*, *Farm and Home*, *Farm and Fireside*, etc.

(3.) Papers devoted to special agricultural

interests, such as stock-breeding, poultry-raising, dairying, bee-keeping, etc.

A progressive farmer will take, first, his State paper, then one of the national papers, and perhaps, one or more of the specialty papers.

But if an advertiser wishes to cover a special territory he has little difficulty in selecting a list which will thoroughly cover the desired territory with unnecessary duplication or waste.

The better class of agricultural papers, almost without exception, guarantee their subscribers against loss from advertisers and exercise a rigorous censorship over their advertising columns. At the same time, they do everything in their power to make the advertising pay—giving the fullest and most hearty co-operation with the advertiser.

These facts are more and more appreciated by the general advertiser who is alive to his opportunities. A constantly increasing number of advertisers who, a few years ago, would consider nothing but the magazines are finding their way into the farm papers.

And they stay—because the papers "make good."

### NOTES.

A FOLDER put out by the Rock Island and System booms Chicago as a summer resort.

THE Eagle Liqueur Distilleries, Cincinnati, use a good catch-phrase in connection with the advertisements of their Angostura Bark Bitters—"Better Bitters and a Bigger Bottle."

THE briefest, simplest words are always the best, especially when writing advertising. Avoid long lines. Anything that is tiresome to readers of an ad is a hindrance. The best way to be convincing is to be plain.—Joseph Barton, editor of *Brains*.

STATISTICS of the "clip," with characteristic witticisms, from Herman Reel, make up the semi-annual number of "Woolology," the well-known booklet of the Milwaukee Produce Co., Milwaukee. This little volume keeps the house in touch with wool producers.

"NEARBY RESORTS" is a tiny summer vacation booklet issued by the Michigan Central from its Detroit office, showing the convenient points for an outing in Michigan and giving rates, hotels and boarding houses, kinds of fishing, etc. A piece of railroad literature away from the stereotyped railway forms.

MR. P. B. BROMFIELD, advertising manager of *The Christian Herald*, Bible House, New York, states that 44,943 new subscribers were added to the *Herald's* mailing list during the month of June, raising the total weekly circulation to a quarter of a million copies.

A BRIEF folder from the Michigan Stove Co., Detroit, for sending to retailers in this line, emphasizes the advantages of selling a line of specialties bearing the same trademark as a high-grade leader known to the public.

"WALL Papers in the Making" is a magnificently made album of views taken in the plant of the Watson-Foster Company, Ltd., Montreal, showing the process of printing wall papers in all details and describing little points that make for excellence in the product. The story is doubly attractive—for itself as interesting reading and for its sumptuous typographical dress.

Two quiet proprietary booklets come from the Davis & Lawrence Co., Montreal and New York. One is on consumption prevention and treatment, and gives the latest medical opinion on the subject. It advertises the firm's cod liver oil with other remedies. "Home Nursing," the other, is a general family booklet with recipes, etc., and revolves around the celebrated Perry Davis Pain-Killer.

AN odd combination summer resort booklet divided in the middle is given up to two transportation lines—half to the Baltimore, Chesapeake & Atlantic Railway Co. and the other half to the Maryland, Delaware & Virginia Railway Co. It was designed by William E. Bell, Baltimore, general manager of the former road, and is a handsome piece of advertising literature in its typography, pictures and description.

BYRON W. ORR, who recently resigned his position as advertising manager of the Ely & Walker Dry Goods Co., of St. Louis, has published the first number of *Orr's Advertising Service*, a monthly paper that aims to supply the retailer with ready-made ads and advice. The new paper is printed on one side only so that any ad or item may be clipped without mutilating any of the other contents of the paper. The subscription price of *Orr's Advertising Service* is \$3.50 a year. The publication office has been removed from the Lacède Building to 506 Olive street, St. Louis.

"A BOOKLET of Farms and Summer Homes," issued by Joan W. Crane, Springfield, Massachusetts, is deserving of notice as an excellent example of real estate advertising. Mr. Crane makes a specialty of country estates and in the 68 pages that his booklet contains he has listed nearly a hundred properties, describing each so fully that the reader is enabled to form a very good idea of the property. Liberal use is made of illustrations and notes on sheep, goats, poultry, etc., interspersed throughout the booklet, adding to its interest and to the chances of it being preserved.

## ADVERTISING ELECTRIC CURRENT.

*By Miss Carmelita Beckwith, Assistant Advertising Manager New York Edison Company, New York City.*

The New York Edison Company was the pioneer in advertising electric current by means of mailing cards, folders, booklets, etc., and the first to send out a monthly periodical to keep people posted on progress in the electrical field. Advertising of electric current really comes down to a question of waking people up to the realization that it is running by their doors, that it is cheap, that it is convenient, cool, clean, constant, and that no month



**T**HE fan topic is always timely—more so at some times than at others. It is during the long hot nights of July and August that a softly, lightly running electric fan in a sleeping room is a boon to sweltering humanity—or as someone has said, “the cliff dwellers of New York.”

It is the special province of a fan to keep the air in motion—not to blow directly on a person. The perfected electric fan is thoroughly adapted to use in private residences. It may be carried to any part of the house and attached to any convenient lamp socket.

The New York Edison Company  
55 Duane Street, New York

passes but some new home use is discovered for electricity. Everybody in New York knows that electricity is a good thing to light a store, theater or church, but thousands swelter through the summer without an electric fan because the company has not yet reached and convinced them that a fan is cheap.

After several years' constant circularizing The New York Edison Company recently began to use daily papers, and with surprising results. Dozens of inquiries have been brought in direct by this means and turned over to the promotion department, and they come from persons who have lived all their lives

in New York, without knowing about the Edison service. This is not a reflection upon circular advertising, of course. The latter will always be necessary in selling electric current, because so many different kinds of service are to be promoted. Current is used not only for lighting, advertising and power, but for heating, cooking, for the sick room, for ventilating, refrigeration, pumps, elevators, in dentists' offices, for turning coffee roasters, mills and small store machines, for decorations at dinners, for charging automobiles and many other purposes. Each class of service has its clientele to be reached direct.

Cheapness of current is a leading theme in our advertising, especially since the recent reduction in charges by this company. We are more than anxious to let anyone know what any definite class of service costs, and our literature always has prices when it is possible to give them. In a recent folder enumerating heating and cooking appliances the following price list was given:

	Original cost of appliance	Cost to use for 15 min.
Electric tea kettle....	\$15	1.05 cents
Electric stove.....	\$4 to \$10	2.00 "
Electric chafing dish	\$11 to \$21.50	1.08 "
Electric water heater	\$6 to \$7	1.06 "
Electric coffee maker	\$9 to \$12	1.05 "
Electric flatiron.....	\$5	.08 "
Electric curling iron heater.....	\$3 to \$5	.03 "
Electric heating pad	\$5 to \$7	.03 "
Electric waffle iron...	\$7.50 to \$18	3.05 "

These figures give cost upon the largest appliance in each class, using maximum current and giving maximum heat. Last May an exhibition of cooking by electricity was held at the company's office in West 32d street, lasting the entire month, with a similar exhibition at the Harlem office, in West 125th street. Invitations were mailed to selected lists, and the interest aroused was so much greater than had been anticipated that this fall an exhibition will be given on a larger scale. During the entire month there was no day in which fewer than a hundred women called, and resultant business was



large. No one experienced in advertising needs to be assured of the value of direct demonstration at such an exhibition, where an entirely new household convenience, reasonable in cost, is shown to people able to afford it.

Some time ago PRINTERS' INK suggested that not only the cost of current be dealt with in advertising, but that the public be convinced that accurate means of measuring it have been devised, to prevent overcharge. This was a very valuable suggestion, and in line with a campaign which our company is about to begin. Electricity cannot only be measured with the utmost accuracy, but it is possible to demonstrate the accuracy of measurements in advertising. The *Electrical World and Engineer* said not long ago, editorially:

"As a piece of electrical apparatus the wattmeter is one of the triumphs of electrical invention and design. In its operation some of the most interesting of electric and magnetic principles are involved, with their action in the meter rendered unusually plainly evident to the technical eye. It is consequently vexing to the spirit of the technical man, aside from any interest he may have in the commercial issue raised, to have this beautiful apparatus made the butt of an agitator—to have it bracketted with the traditionally despised, though perhaps deeply maligned, gas meter. The most cursory examination of the meter question by one for any reason feeling suspicious of the accuracy of the indications of the wattmeter, would teach him that any inaccuracy in usage is almost certain to count in favor of the consumer and against the central station."

The New York Edison Company tests each meter by the most refined, scientific methods before it is installed. Within two months after installation it is again tested, and after that at least once a year. Large capacity meters are tested every three to six months. Upon complaint of a customer, meter tests are made at the expense of the company, and if this is not satisfactory the user of current is privileged to have a representative present at the test. It is an interesting fact that the company has in use about 15,000 diamonds in meters over fifteen amperes capacity, this stone having been found most effective in assuring accuracy in their bearings. The wattmeter is as accurate as a fine watch, and we

mean by advertising to make this fact generally known. It is also to the interest of a corporation selling electric current to teach people how to use it. Through advertising literature we show how great a saving can be effected by turning down lights when not in use. Folders for this purpose keep down consumers' bills and promote both satisfaction and new business.

A novelty that has attracted attention lately is the company's use of incandescent signs on buildings under construction, informing the public that lighting, power, elevator service, etc., are



"A MILKY WAY" IN THE BRONX.

to be supplied by The New York Edison Company. Such signs can be read by day, and at night cannot be escaped. They are installed in a way that permits them to be raised as each story of the building is finished, so that, starting at the ground, they are on the skyline when the roof has been put in place. Such signs are good advertising not only for an electrical company, but might be used with advantage by contractors, builders, furnace and heating manufacturers and others who now use the ordinary painted bulletin for this purpose. Incandescent signs of this kind are cheap. Their construction is of a temporary character and inexpensive, and current costs but seventy-five cents or a dollar a night for a large display.

Remarkable improvements have been made of late years in electric advertising signs, not only in attractiveness and novelty, but in cheapness of maintenance. Hardly any retail business is too small to afford an electric display. For example, the big sign of the Butterick Publishing Company, fronting the North River and visible in Jersey, has something like



1,200 incandescent lamps, but they are arranged with reflectors so that the light is intensified and magnified. The letters on this sign are nearly sixty feet high, yet it costs only \$3 a night for current. Another interesting sign in New York is that of Budweiser Beer, visible from Times Square. The location for this display costs \$12,000 a year, it is said. But the current to maintain it costs less than \$5 a night. Our promotion work and advertising in the electric sign field has resulted in the installation of so many new displays that New York now has a "Milky Way" along Broadway in the neighborhood of Times Square. There are many lesser Milky Ways in the metropolis, and at the present rate of growth it will soon be possible to see New York from the moon. Advertising in the shape of the brief, persistent, logical folder and mailing card, with our monthly *Bulletin*, has brought this about, in co-operation with the company's salesmen, of which fully 150 are at work in Manhattan and the Bronx all the time.

### BE DEFINITE EVEN IF YOU DON'T KNOW.

"THE ADVERTISER LIKES TO SEE WHAT THE CIRCULATION OF A PAPER IS IN FIGURES."

It is a peculiarity of all newspaper directories except Rowell's that although only one of them makes any systematic attempt to learn the actual issues of the papers whose circulations they report—and not one has any accepted definition of what is meant by circulation—yet each sets some figures against the name of every paper and thereby to the ignorant and unthinking conveys the impression that the compiler of the directory has information on the subject, while as a matter of fact he has none. The editor of Rowell's American Newspaper Directory believes the ends of the advertiser will be best served by setting before him all the information that it has been possible to gather concerning newspapers

and their circulations, as well as the fact—where it is a fact—that no definite information on the subject is obtainable, and letting him draw his own conclusions. With this object in view the practice of expressing circulation ratings in Arabic numerals is reserved exclusively for such publications as furnish a statement of the number of copies printed each issue for a full year. Such a publication is entitled to and receives a rating in Arabic figures in Rowell's American Newspaper Directory. All other publications—those who are opposed to the "open door policy"—have their circulations expressed by letters indicating that the paper so marked is believed to print in excess of a certain number of copies as set forth in the "Key to Letter Rating" printed on the inside cover of each copy of the Directory. The user of Rowell's American Newspaper Directory knows at a glance whether the rating given is based on good and sufficient information or whether the editor has been obliged to estimate the circulation himself, from such indefinite and unsatisfactory data as may have been available for his instruction. If all ratings were expressed in numerals, with nothing to indicate the character of the information upon which they are based, the user of the Directory would be in the dark as to just how reliable the figures given might be. By reserving the numerals for such publications as are not afraid to let the truth concerning their circulation be known a premium is placed on this class of rating and experience has shown that those publishers who have taken the trouble to make a full statement of circulation to the editor of the Directory, for the very purpose of getting out of the letter rating class, have found the advantage resulting to more than compensate for the labor entailed.

In cases where the publisher refuses to give any information upon which an accurate estimate of his paper's circulation could be based the editor of Rowell's American Newspaper Directory does not at-

tempt to estimate by tens and units exactly the number of copies printed. To do so would be to attempt the impossible. Rowell's Directory has been published for thirty-seven years and the data concerning American newspapers accumulated in that long period is as invaluable as it is unique; but even with this vast fund of information to aid him, the editor of the Directory could not venture to set down opposite the name of a paper that refuses to furnish information as to its circulation a figure purporting to give the exact circulation. Visitors to Coney Island may have noticed a man with a weighing machine who offers to weigh one free of charge if he does not guess within five pounds of one's exact weight. If he offered to guess one's weight to the pound he would have gone out of business long ago, but that five pounds leeway enables him to earn his fee almost every time. In Rowell's American Newspaper Directory, papers that furnish no information as to the number of copies printed have their circulations estimated on a somewhat similar plan—that is to say, the letter rating placed after the name of a paper indicates two things; first, that the publisher will not give definite information on the subject, and next, that in the light of all information gathered its circulation is between 1,000 and 2,250, or between 2,250 and 4,000, and so on.

Besides giving an estimate of a paper's circulation for the past year the Rowell's Directory reprints all previous estimates up to ten years, so that the advertiser who consults this Directory sees at a glance what the circulation tendency of the publication has been. This feature is immensely instructive. It sometimes happens that the records of rival papers in the same town show that one paper always furnished a statement of circulation up to a year or two ago and then ceased to do so, while the other paper, that never before could be induced to furnish a circulation statement, is now

furnishing one. In such a case the inference is irresistible that a change has taken place in the relative standing of the two papers, yet no directory except Rowell's imparts this important information. If the circulations of the two papers were expressed in numerals, the one based on good and sufficient information and the other guessed at, the advertiser would have no means of knowing that one statement was less reliable than the other, nor would he know that the publisher who formerly let his circulation be known had now arrived at the conclusion that it would not be wise to do so any more.

Although the ratings given in Rowell's American Newspaper Directory are as accurate as it is possible to make them, the work has never succeeded in satisfying everyone and those who wish to see some sort of figures after the name of a paper, whether the figures mean anything or not, are among those who most frequently find fault. The following letter is typical of a class of complainants who would be glad to have the editor of the Directory attempt the impossible:

Established 1870.

E. B. DILLINGHAM'S ADVERTISING  
AGENCY,  
709 Main Street.

HARTFORD, Conn., June 28, 1905.

Charles J. Zingg, Esq.:

DEAR SIR—I think that I must skip your Directory this year. This is the first year that I have bought a Directory since 1870, other than yours; but in looking over Connecticut I find that 90 per cent of the papers you do not give their circulation in figures. The advertiser likes to look and see what the circulation of a paper is in figures. I have not got time to look up xyz, ac, zl, etc., and see what they mean. I think that I will skip your directory this year and try some other.

I thank you for what you have done for me. I want a directory that will give the name of the paper, its circulation of to-day not what it was in 1900 or before that, *but what it is to-day*. 90 per cent of Connecticut you are not definite. Yours very truly,

E. B. DILLINGHAM.

Mr. Dillingham's letter was submitted to Mr. Geo. P. Rowell who has supervised all of the thirty-seven annual issues of the Directory, and his opinion of it

was asked. Mr. Rowell replied as follows:

"Connecticut issues 122 daily and weekly papers. Of the 37 dailies 28 have circulation ratings in Arabic figures in the American Newspaper Directory and 9 have not. Of the 85 weeklies 5 have ratings in Arabic figures and 80 have not. That means that 9 of the 37 dailies and 80 of the 85 weeklies believe it better that advertisers be kept guessing what their circulations are, because they think it more likely that their issues will be over estimated rather than under estimated. There are not more than three advertising agents in America who have been in business as long as has Mr. E. B. Dillingham. There is not one of them more amiable than he. Some of them may be wiser, but there is not one—not even Mr. Dillingham himself—who does not know that if he has advertising to place in Connecticut papers it will be wisest to distribute it among the 37 dailies and the 5 weeklies—3 of which are Sunday issues—and give the 9 dailies and 80 weeklies of the secretive class a wide berth. Of the eighty weeklies whose circulations are not given in Arabic figures, only nineteen are known to make any claim to issuing so many as a thousand copies, and a thousand is the general advertiser's unit of circulation value."

Mr. Dillingham's letter was submitted to a few experienced advertisers.

Mr. Chas. H. Fletcher, president of the Centaur Company, manufacturers of Castoria and other proprietary remedies, said:

"Mr. Dillingham must be a very busy man. We use Rowell's Directory in this office and consider it the standard. We never have any difficulty in discovering what the letters mean. As a matter of fact one becomes familiar with them in a little while and does not have to refer to the key at all. It seems to me that his many years of experience ought to enable the editor of the American Newspaper Directory to estimate a paper's circulation very closely, but where the paper itself refuses to furnish the figures it would seem wise to indicate the circulation in some such way as that adopted, instead of endeavoring to express it in numerals purporting to give the exact number of copies printed."

Mr. Dillingham has the opinion that a directory that purports to give circulation ratings ought to do it in definite figures, whether or not its editor is able to learn anything definite about what they ought to be; while the directory editor thinks that to convey the fact that no definite information is available is doing a valuable service for the user of the book.

Mr. La Fetra, advertising man-

ager of the Royal Baking Powder Company, who has spent millions of dollars in newspaper advertising and is one of the best informed men on newspaper circulations living, said, after Mr. Dillingham's letter had been submitted to him:

"You may say that we have used Rowell's Directory for years and consider it the BEST NEWSPAPER DIRECTORY published. The method of indicating circulation in cases where the publisher himself furnishes no data on which an accurate numerical rating can be based seems to be a wise precaution, and in using the Directory we have found the information it contains to be as complete as could be desired. The little descriptive paragraphs following the name of each town giving population and principal industries of the town are also particularly useful."

"Mr. La Fetra, Mr. Rowell has said that when definite figures cannot be worked out of a publisher it is more dangerous than instructive to pay attention to ratings set down in round numbers by people who are not so well informed as the editor of the Directory."

"I subscribe to that opinion," said Mr. La Fetra. I believe that in most cases there is a tendency on the part of newspaper directories to overestimate the circulation of a periodical that declines to furnish data on which an accurate estimate could be based."

"One other question: It has been stated on good authority that there are more than 4,000 papers in the United States that do not print more than 100 copies of each issue. Do you recall any instance where a newspaper directory purporting to give exact circulation figures ever credited any publication with printing as few as 100 copies of each issue?"

"I can't say that I do. Two hundred and fifty copies, is as a rule I believe, the minimum."

#### SEE THE SIGN.

See the sign,  
Electric sign;  
Don't it shine  
Out into the night so fine,  
With its brilliant message bright  
Burns your name in living light  
Sears your name in livid light  
In the Brooklyn public's sight!  
Get in line,  
Get a sign—  
Electric sign.

—Booklet from Edison Co., B'klyn.

### Lincoln Freie Presse

Lincoln, Neb.

Actual Average  
Circulation **152,062**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

## SCANDAL JOURNALISM.

A somewhat remarkable article on "New York Scandal Journalism," written by Livingstone Wright, appeared last week in *Collier's*. The object of the writer was to show that the evil which such journalism works far exceeds any apparent good it may do, and to discuss the possibility of reforming or improving it.

In presenting the case for scandal journalism two illustrations are given. One relates to James Smith, a workman, who is injured while in the employ of the Community of Interests Brazen Brass and Gall Foundry.

Beyond sending him home in a carriage the company does nothing for him. He sends appeal after appeal to Superintendent Doak, who turns a deaf ear to his appeals. Then Smith writes a letter to the "New York Scandal," setting forth the facts and asking if it cannot assist him. The paper sends a reporter to the town, who after a few days' investigation digs out a red-ink poster-type front-page story in which Superintendent Doak's career is set forth in all its damnable hideousness.

When the papers containing the article reach the factory town it creates a sensation. The foundry employees, who were familiar with all the facts it contained, but who had cherished no specially bitter feeling against the superintendent, were wrought up to fever heat. His beautiful daughter's carriage was pelted with mud balls and she herself hissed in the street.

Doak, the man who had built up the foundry until it employed 5,000 hands; who had contributed thousands of dollars to the new High School building and the Public Library, and had presented the Casino outright to the town, was driven from the place.

The second illustration concerned Smith's daughter, who has an illicit affair with Harold Rutledge, who afterwards marries a rich but homely heiress. A correspondent sends a quiet tip to the "New York Scandal" and a reporter visits the place. A

highly spiced caloric story, bearing the caption "House of Rutledge in Disgrace" in big letters across the front page, appears in that paper the next day. It is embellished with pictures of the young man, the girl and the homely heiress. When Smith reads of his daughter's abasement the blow fells him to the floor. The girl breaks open her father's chest, steals some of his money and takes the train for New York, where she becomes the inmate of a bagnio.

Can a New York "scandal" newspaper, asks Mr. Wright, be stripped of any of its cruel and monstrous features and still make money, or greater money? He contends that it can by confining itself solely to the whole truth, which, he claims, is the greatest of sensations. Had the reporter in the Doak case told how the superintendent's genius had created the great iron industry; how he had given liberally to the educational and social institutions of the town and had done more than anyone else to establish municipal improvements, Doak would have felt that the good he had done was appreciated; that perhaps he would have realized how hard and cruel he had been in the treatment of some of his men, and would have changed his attitude and remained to still further assist in advancing the material prosperity of the town.

Undoubtedly Mr. Wright is correct in saying that truth is more sensational than fiction, but does he believe that he can convince Arthur Brisbane of the fact? Yellow journalism is the journalism of exaggeration, of drum pounding, and of scandal. It is significant that the newspaper having the largest circulation in New York is the worst offender of all. When the public endorses the course of such a paper by its liberal patronage what hope is there that it will ever change its policy?

THREE little folders, simple and direct in both display and text, come from the Eureka Springs Water Co., Eureka Springs, Ark. They go to consumers, and emphasize the medicinal value of this company's water.

# A Roll of Honor

(THIRD YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1935 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1936 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1936 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (\*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line (two lines are the smallest advertisement taken) under a YEARLY contract, \$20.80 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

## ALABAMA.

Athens, Limestone Democrat, weekly. R. H. Walker, pub. Actual aver. first 5 mos. 1935, 1,032

## ARIZONA.

Phoenix, Republican. Daily average for 1934, 6,859. Chas. T. Logan Special Agency, N. Y.

## ARKANSAS.

Fort Smith, Times, daily. In 1933 no issue less than 2,750. Actual average for October, November and December, 1934, 8,446.

## CALIFORNIA.

Fresno, Evening Democrat. Average April, 1935, 1,955. Williams & Lawrence, N. Y. & Chicago.

Mountain View, Signs of the Times. Actual weekly average for 1934, 27,108.

San Francisco, Call, d'y and S'y. J. D. Spreckels. Actual daily average for year ending June, 1935, 62,451; Sunday, 88,558.

San Jose, Morning Mercury and Evening Herald. Average 1934, 10,573.

San Jose, Town and Country Journal, mo. w. G. Bohannon Co. Average 1934, 9,125. May, June and July, 1935, 20,000.

## COLORADO.

Denver, Clay's Review, weekly; Perry A. Clay. Actual average for 1934, 10,926.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1934, 44,577. Average for July, 1935, dy. 46,116. Sp. 57,948.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## CONNECTICUT.

Meriden, Journal, evening. Actual average for 1934, 7,649.

Meriden, Morning Record and Republican. Actual average for 1934, 7,559.

New Haven, Evening Register, daily. Actual av. for 1934, 18,612; Sunday, 11,197.

Norwalk, Evening Hour. Daily average year ending Dec. 1934, 3,317. April circ., as certified by Am'n. Assn. adv'rs, all returns deducted, 2,869.

Norwich, Bulletin, morning. Average for 1935, 4,985; for 1934, 5,359; Nov., 6,138.

Waterbury, Republican, dy. Aver. for 1934, 5,770. La Coste & Maxwell Spec. Agents, N. Y.

## DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1934, 11,460.

Wilmington, Morning News. Only morning paper in State. Three mos. end, Dec., 1934, 10,074.

## DISTRICT OF COLUMBIA.

Washington, Evening Star, daily and Sunday. Daily average for 1934, 85,502 (©).

## GEORGIA.

Atlanta, Journal, dy. Av. 1934, 48,688. July, 1935, 46,297. Sp. 46,065. Semi-weekly 55,958.

Atlanta, News. Actual daily average 1934, 24,250. S. C. Beckwith. Sp. Ag., N. Y. & Chi.

Atlanta, The Southern Ruralist. Sworn average first six months 1935, 62,855 copies monthly.

Augusta, Chronicle. Only morning paper 1934 average, daily 5,661; Sunday 7,450.

Nashville, Herald. Average for March, April and May, 1,875. Richest county in So. Georgia.

## IDAHO.

Boise, Evening Capital News. Daily average 1934, 3,296; average February, 1935, 4,580. Actual circulation March 1, 1935, 4,513.

## ILLINOIS.

Bunker Hill, Gazette-News, weekly. Average first 5 mos. 1935, 1,651. All home print.

Calto, Bulletin. Daily and Sunday average 1934, 1,945; April, 1935, 2,220.

Calto, Citizen. Daily Average 1934, 1,196, weekly, 1,127.

Champaign, News. First 5 mos. 1935, no issue of daily less than 2,800; weekly, 3,500.

Chicago, Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. Average for 1934, 4,100 (©).

Chicago, Farmers' Voice and National Rural. Actual average, 1934, 25,052.

Chicago, Gregg Writer, monthly. Shorthand and Typewriting. Actual average 1934, 16,750.


Chicago, Inland Printer. Actual average circulation for 1934, 18,812 (©).

Kewanee, Star-Courier. Av. for 1934, daily 3,290, w'y. 1,278. Daily, 1st 4 mos. '35, 2,302.

Peoria, Evening Journal, daily and Sunday. Sworn daily average for 1934, 18,525.

Peoria, Star, evenings and Sunday morning. Actual average for 1934, d'y 21,528. S'y 9,967.

Chicago, Record-Herald. Average 1904, daily 145,761. Sunday 199,400. Average first four mos. 1905, daily 148,928, Sunday 208,501.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

### INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. Act. av. '05, 12,615 (248). Sworn av. '04, 12,684. Smith & Thompson, Sp. Rep., N.Y. & Chicago.

Indianapolis, Star. Avar. net sales 1904 (all returns and unsold copies deducted), 88,374.

Marion, Leader, daily. W. B. Westlake, pub. Actual average for year 1904, 6,655.

Muncie, Star. Average net sales 1904 (all returns and unsold copies deducted), 28,781.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average for 1904, 23,815.

Richmond, Sun-Telegram. Sworn av. 1904, dy. 8,761.

South Bend, Tribune. Sworn daily average 1904, 6,559. Sworn av. for July, '05, 7,217.

Terre Haute, Star. Av. net sales 1904 (all returns and unsold copies deducted), 21,288.

### INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. Average for 1904, dy., 2,068; wy., 8,291.

### IOWA.

Davenport, Democrat and Leader. Largest gar. city circ'n. Sworn av., July, 1905, 7,528.

Davenport, Times. Daily av. July, 10,656. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average sold 1904, 56,835. Present circulation over 59,000.

City circulation guaranteed largest in Des Moines. Carries more department store advertising than all other papers combined. Carries more advertising in six issues a week than any competitor in seven.


Des Moines, Wallace & Farmer, wy. Est. 1879. Actual average for 1904, 56,811.

Keokuk, Gate City, Daily av. 1904, 5,145; daily six months, 1905, 5,298.

Muscatine, Journal. Daily av. 1904, 5,240, tri-weekly 5,039, daily, March, 1905, 5,452.

Sioux City, Journal, daily. Average for 1904, sworn, 21,784. Av. for June, 1905, 24,777. Price is most news and most foreign and local advertising. Read in 80 per cent of the homes in city.

Sioux City, Tribune, Evening. Net sworn daily, average 1904, 20,678; May, 1905, 24,395. The paper of largest circulation and advertising patronage. Ninety per cent of Sioux City's reading public reads the Tribune.

 The absolute correctness of the latest circulation rating accorded the Tribune is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy. Only Iowa paper that has the Guaranteed Star.

### KENTUCKY.

Harrodsburg, Democrat. Best wy.; best sec. Ky.; best results to adv. Proven av. cir. 5,552.

Paducah, Journal of Labor, official organ, International Union Shipwrights, Joiners and Caulkers of America and Central Labor Unions. Paducah, Ky., and Cairo, Ill.

Paducah, News-Democrat. Daily net av. 1905, 2,904. Year ending Dec. 31, 1904, 5,905.

Paducah, The Sun. Average for April, 1905, 5,626.

### LOUISIANA.

New Orleans, Item, official journal of the city. Av. cir. first six months 1905, 22,220.

New Orleans, The Southern Buck, official organ of Eikdom in La. and Miss. Av. '04, 4,816.

### MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1904, 1,369,641.

Bangor, Commercial. Average for 1904, daily 8,991, weekly 28,887.

Dover, Piscataquis Observer. Actual weekly average 1904, 1,918.

Lewiston, Evening Journal, daily. Avar. for 1904, 7,524 (20), weekly 17,450 (20).


Phillips, Maine Woods and Woodman, weekly. J. W. Brackett Co. Average for 1904, 8,180.

Portland, Evening Express. Average for 1904, daily 13,166. Sunday Telegram, 8,476.

### MASSACHUSETTS.

Boston, Evening Transcript (20) (412). Boston's tea table paper. Largest amount of week day adv.

Boston, Globe. Avar. to July 1, 1905, daily, 198,075. Sunday, 805,388. "Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

 The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston, Traveler. Est. 1834. Actual daily av. 1905, 75,552. In 1902, 76,666. For 1904, average daily circulation, 81,085 copies. Ilegals. Smith & Thompson, N.Y. and Chicago.

Boston, Post. Average for 1903, daily, 178,508; for 1904, 211,321. Boston Sunday Post, average for 1903, 160,431; for 1904, 175,464. Largest daily circulation for 1904 in all New England, whether morning or evening, or morning and evening editions combined. Second largest Sunday circulation in New England. Daily rate, 20 cents per agate line, full run-of-paper; Sunday rate, 18 cents per line. The best advertising propositions in New England.

Fall River, News, Largest circ'n. Daily av. of 6,953 (20). Robt. Tomes, Rep., 116 Nassau St., N.Y.

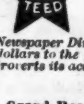
Springfield, Good Housekeeping, mo. Average first 5 mos. 1905, 208,420. No issue less than 200,000. All advertisements guaranteed.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1904, 12,617.

Worcester, L'Opinion Publique, daily (20) Paid average for 1904, 4,782.

### MARYLAND.

Baltimore, News, daily. Evening News Publishing Company. Average 1904, 58,784. For July, 1905, 58,276.

 The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

### MICHIGAN.

Grand Rapids, Evening Press dy. Average 1904, 44,807. Average 6 mos. 1905, 46,087.

Grand Rapids, Herald. Average daily issue last six months of 1904, 28,661. Only morning and only Sunday paper in its field. Grand Rapids (pop. 100,000) and Western Michigan (pop. 750,000).

Jackson, Press and Patriot. Actual daily average for 1904, 6,605. Av. July, 1905, 7,505.

Kalamazoo, Evening Telegraph. First 6 mos. 1905, dy. 10,128, June, 10,174, a.w. 9,685.

# GUARANTEED



In the State of Minnesota are four publications which possess the Guarantee Star, which signifies that the publishers of Rowell's American Newspaper Directory will pay one hundred dollars forfeit in each case to the first person who successfully controverts the accuracy of their circulation statements, as given in the 1905 issue of the Directory. The papers so distinguished are the Minneapolis Tribune, the Minneapolis Journal, the Minneapolis Farm, Stock and Home, and the Minneapolis Svenska Amerikanska Posten.





Kalamazoo, Gazette, d'y. Fr. end'g May, '05, 10,505; May, 11,957. Largest circ'n by 4,500.

Saginaw, Courier-Herald, daily, Sunday. Average 1904, 10,355; July, 1905, 15,015.

Saginaw, Evening News, daily. Average for 1904, 14,516. June, 1905, 17,296.

Sault Ste. Marie, Evening News, daily. Average, 1904, 4,212. Only daily in the two Soos.

## MINNESOTA.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily, 1904, daily average, 57,927; last quarter of 1904 was 92,322; Sunday 71,291. Daily average for April, 1905, was 92,522; net: Sunday, 75,328.

**CIRCULATION** The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation of the Tribune alone exceeds 50,000 daily. The Tribune is the recognized Want Ad paper of Minneapolis.

Minneapolis, Journal, daily. Journal Printing Co. Aver. for 1903, 57,039; 1904, 64,555; first 7 mos. 1905, 67,405; July, 1905, 67,056.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis, Svenska Amerikanska Posten. Hwan J. Turnblad, pub. 1904, 52,065.

Minneapolis, Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1904, 56,814.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1904, 79,750. Actual average first six months 1905, 86,295.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

St. Paul, Dispatch, d'y. Aver. 1904, 58,056. January, 1905, 59,501. ST. PAUL'S LEADING NEWSPAPER. W'y aver. 1904, 75,951.

St. Paul, The Farmer, s-mo. Rate, 35c. per line, with discounts. Circulation for year ending Dec., 1904, 55,487.

St. Paul, Volkzeitung. Actual average 1904, d'y, 12,655; w'y, 28,657; Sonntagsblatt 28,610.

## MISSISSIPPI.

Hattiesburg, Progress, ev'g. Au. d'y circ., y'r end'g Jan., 1905, 2,175. Pop. 14,000, and growing.

## MISSOURI.

Clinton, Republican. W'y av. last 6 mos. 1904, 5,540. D'y. est. Apr., '04; av. last 6 mos., '04, 800.

Kansas City, Journal, d'y and w'y. Average for 1904, daily 64,114; weekly 199,890.

St. Joseph, News and Press. Circ. 1st 3 mos. 1905, 55,469. Smith & Thompson, East. Rep.

St. Louis, National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1904, 8,080 (©). Eastern office, 50 Maiden Lane.

St. Louis, National Farmer and Stock Grower, monthly. Average for 1905, 68,583; averages for 1903, 106,625; average for 1904, 104,750.

## MONTANA.

Butte, Inter-Mountain. Seven average daily circulation 1904, 15,678. Beckwith Sp. Agency.

## NEBRASKA.

Lincoln, Deutsch-American Farmer, weekly. Average year ending January, 1906, 146,567.



Lincoln, Daily Star, evening and Sunday morning. Actual daily average for 1904, 15,239. For March, 1905, 16,362. Only Nebraska paper that has the Guarantee Star.

Lincoln, Freie Press, weekly. Actual average for year ending January, 1905, 149,251.

Lincoln, Journal and News. Daily average 1904, 26,588; February, 1905, average, 28,055.

We reach Western business men. Do you want to? OMAHA COMMERCIAL, Omaha, Neb.

Omaha, Den Danske Pioneer, w'y. Sophus F. Noble Pub. Co. Average for 1904, 51,628.

## NEW HAMPSHIRE.

Nashua, Telegraph, d'y. and w'y. Daily aver. for 6 mos. ending April 30th, '05, 5,286.

## NEW JERSEY.

Camden, Daily Courier, Est. 1876. Net aver. circulation for 4 mos. end. Dec. 31, 1904, 8,587.

Jersey City, Evening Journal. Average for 1904, 21,106. First 6 mos. 1905, 22,555.

Newark, Evening News. Evening News Pub. Co. Av. for April, 1905, 61,544.

## NEW YORK.

Albany, Evening Journal. Daily average for 1904, 13,238. It's the leading paper.

Albany, Times-Union, every evening. Est. 1856. Av. for '04, 50,487; Jan. Feb., & Mar., '05, 55,594.

Binghamton, Evening Herald, daily. Herald Co. Aver. for year end. June, 1905, 12,289 (\*).

Buffalo, Courier, morn. Av. 1904, Sunday 79,882; daily 50,940; Enquirer, even., 52,702.

Buffalo, Evening News. Daily average 1904, 58,457; 1st six months, 1905, 95,281.

Catskill, Recorder, weekly. Harry Hall, editor. Av. yr. end'g May, '05, 5,715; May, 3,782.

Corning, Leader, evening. Average, 1904, 6,258. First quarter 1905, 6,425.

Cortland, Democrat, Fridays. Est. 1845. Aver. 1904, 2,296. Only Dem. paper in county.

Glens Falls, Morning Star. Average circulation 1904, daily 2,292.

Mount Vernon, Daily Argus. Average 1904, 2,915. Westchester County's leading paper.

Newburgh, News, daily. Av. for 1904, 4,722, 2,900 more than all other Newburgh papers combined.

## New York City.

Army & Navy Journal, Est. 1863. Actual weekly average for 52 issues, 1904, 9,371 (©). Only Military paper awarded "Gold Mark."

Bakers Review monthly. W. H. Gregory Co., publishers. Actual average for 1904, 4,900.

Bensiger's magazine, family monthly. Bensiger Brothers, Average for 1904, 37,025. Present circulation, 50,000.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1904, 25,662 (©).

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1904, 7,292.

Gaelic American, weekly. Actual average for 1904, 8,179; 22 weeks in 1905, 25,150.

Haberdaasher, mo. est. 1831. Actual average for 1904, 7,000. Binders' affidavit and Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1904, average issue, 17,500 (©). D. T. MALLETT, Pub., 255 Broadway.

Lezlie's Weekly. Actual aver year end. Aug. 1904, 69,077. Pres. av. over 85,000 weekly.

Lezlie's Monthly Magazine, New York. Average circulation for 1904, 245,946.

Present average circulation 506,169.

*The Great Daily of the Great Northwest.*

# CIRCULATION IN MINNEAPOLIS

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## Association of American Advertisers.

OFFICE OF THE ASSOCIATION,  
1130-1131 PARK ROW BUILDING,  
(Opposite General Post Office).  
TELEPHONE, 3681 CORTLANDT.

NEW YORK, August 1, 1905.

### *To Publishers and Advertisers:*

The Minneapolis *Tribune* recently issued what purported to be a certificate sent out by the Association of American Advertisers, giving figures said to represent the circulations of the various newspapers of that city. This certificate bore the names of the Committee on Circulations of the Association of American Advertisers.

The issuance of such certificate was without the sanction or knowledge of the Association, and the Association repudiates the alleged certificate and has had nothing to do with it. The use of the name of the Association and of the Committee on Circulations is unwarranted and unauthorized.

By order of the Board of Control,  
**ASSOCIATION OF AMERICAN ADVERTISERS,**  
T. E. CROSSMAN, Assistant Secretary.

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## THE MINNEAPOLIS JOURNAL

(6 issues a week) during July carried **44** more columns local advertising and **21** more columns foreign advertising than nearest competitor with 7 issues a week. THE MINNEAPOLIS JOURNAL has the circulation that produces results for advertisers.

### Special Representatives:

DAN A. CARROLL,  
Tribune Building,  
NEW YORK.



W. Y. PERRY,  
Tribune Building,  
CHICAGO.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, **11,001**. Actual weekly average for 1904, **14,918**. Actual weekly average for eleven months ending June 28, **15,769** copies.

Music Trade Review, music trade and art weekly. Average for 1904, 5,509.

The People's Home Journal, 525,166 monthly. Good Literature, 453,985 monthly, average circulations for 1904—all to paid-in-advance subscribers. F. M. Lupton, publisher.

Pocket List of Railroad Officials, gly. Railr'd & Transp. Av. 1903, 17,992; 1904, 19,547.

The Wall Street Journal. Dow, Jones & Co., publishers. Daily average 1904, 11,085.

The World. Actual aver. for 1904, Morn., 302,885, Evening, 379,755. Sunday, 453,484.

Rochester, Case and Comment, mo. Law. Av. for 1904, 30,000. 5 years' average, 30,105.

Schenectady, Gazette, daily. A. N. Ilecty. Actual average for 1903, 11,625, 1904, 12,574.

Syracuse, Evening Herald, daily. Herald Co. pub. Av. 1904, daily 25,848, Sunday 59,161.

Utica, National Electrical Contractor, mo. Average for 1904, 9,625.

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1904, 14,579.

### NORTH CAROLINA.

Charlotte, Observer. North Carolina's foremost newspaper. Actual daily aver. 1904, 6,145, Sunday, 8,405, semi-weekly, 4,496.

Raleigh, Biblical Recorder, weekly. Average 1903, 8,572. Average 1904, 9,756.

### NORTH DAKOTA.

Grand Forks, Herald. Circ. May, '05, 6,270. Examination by A. A., June, '05. Biggest Daily in North Dakota, LaCote & Maxwell, N. Y. Rep.

### OHIO.

Akron, Beacon Journal. Aver. 6 mos. ending July, 1905, 11,195. N. Y., 228 Broadway.

Ashtabula, American Sanomat. Finnish. Actual average for 1904, 10,986.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1904, 79,460; Sunday 48,195. July, 1905, 73,562 daily; Sunday, 77,095.

Dayton, Herald, evening. Circ., 1904, 15,980. Largest in Dayton, paid at full rates.

Youngstown, Vindicator. Dry ar. '04, 12,020. LaCote & Maxwell, N. Y. & Chicago.

Zanesville, Signal, daily, reaches S. E. Ohio. Guarantees 5,000. Average for 1904, 5,170.

Zanesville, Times-Recorder. Sworn ar. 1st 2 mos. 1905, 10,355. Guar'd double nearest competitor and 50% in excess combined competitors.

### OREGON.

Portland, Evening Telegram, dy. (ex. Sun.) Average circulation during 1904, 21,271.

Portland, Oregon Daily Journal. Actual average for June, 1905, 23,005.

### PENNSYLVANIA.

Chester, Times, ev'g d. y. Average 1904, 7,939. N. Y. office, 220 B'way. F. K. Northrup, Mgr.

Harrisburg, Telegraph. Dy. sworn ar., year end'g June, 12,060; June, 12,756. Best in E' b g.

## The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of July, 1905:

1	216,130	17	215,056
2	Sunday	18	206,838
3	212,495	19	206,882
4	Holiday	20	207,507
5	217,853	21	210,906
6	217,847	22	197,373
7	215,642	23	Sunday
8	209,919	24	213,325
9	Sunday	25	206,750
10	215,007	26	206,517
11	211,265	27	207,632
12	210,703	28	206,194
13	207,929	29	206,735
14	211,127	30	Sunday
15	204,711	31	213,071
16	Sunday		

Total for 35 days, 5,256,394 copies.  
NET AVERAGE FOR JULY,

**210,277** copies a day

The BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.

Philadelphia, Confectioners' Journal, mo. Av. 1904, 5,004; av. 1st 6 mos. 1905, 5,420 (OO).

Philadelphia, German Daily Gazette. Average circulation 1904, daily 49,088, Sunday 27,595. Sworn statement. Cir. books open.

## The Evening Telegraph

READ EVERYWHERE IN PHILADELPHIA.

### JULY CIRCULATION

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of July, 1905:

1	160,383	17	163,885
2	Sunday	18	161,383
3	167,263	19	161,397
4	Holiday	20	161,924
5	166,630	21	161,930
6	165,905	22	163,034
7	166,489	23	Sunday
8	166,656	24	163,336
9	Sunday	25	161,172
10	165,589	26	160,788
11	165,100	27	161,692
12	169,440	28	160,751
13	162,604	29	164,006
14	161,383	30	Sunday
15	162,091	31	161,638
16	Sunday		

Total for 35 days, 4,095,990 copies.

NET AVERAGE FOR JULY,

**163,839** copies per day

BARCLAY H. WARBURTON, President.  
PHILADELPHIA, August 5, 1906.

Philadelphia, The Grocery World. Actual average for 1904, 11,764.

**Philadelphia.** The Press is a Gold Mark (©) Newspaper, a Roll of Honor Newspaper, and a Guaranteed Star Newspaper, the three most desirable characteristics for any Newspaper. Circulation, daily average 1904, 118,242.

**Philadelphia.** Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1904, 592,890. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription:

"Awarded June 25th, 1903, by 'Printers' Ink,' 'The Little Schoolmaster' in the Art of 'Advertising to the Farm Journal.' After a canvassing of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose 'as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns.'"

**Pittsburg.** Labor World, w'y. Av. 1904, 22,615. Reaches best paid class of workmen in U.S.

**Pottsville.** Evening Chronicle, Official county organ. Daily average 1904, 6,757.

**West Chester.** Local News, daily. W. H. Hodgson. Average for 1904, 15,180 (\*).

**Williamsport.** Grit, America's Greatest Weekly. Av. first 3 mos. 1905 225,750. Smith & Thompson, Repr., New York and Chicago.

**York.** Dispatch, daily. Average for 1904, 8,974. Enters two-thirds of York homes.

## RHODE ISLAND.

**Providence.** Evening Times. Average for six months ending June 30th, 1905, 16,812.

**Providence.** Daily Journal, 17,290 (©). Sunday, 20,426 (©). Evening Bulletin 27,556 average 1904. Providence Journal Co. pub.

**Westerly.** Sun. Geo. H. Utter, pub. Average 1904, 4,450. Only daily in So. Rhode Island.

## SOUTH CAROLINA.

**Charleston.** Evening Post. Actual d'y. aver. for first 3 months 1905 4,110. Apr. 4,458.

**Columbia.** State. Actual average for 1904, daily 8,104 copies. (©) per issue; semi-weekly 3,251; Sunday 9,417 (©). Act. aver. for first 4 months of 1905, daily 8,989; Sunday 10,428.

The absolute correctness of the latest circulation rating accorded the Columbia State is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## TENNESSEE.

**Chattanooga.** Crabtree's Weekly Press. Average April and May, 88,082.

**Knoxville.** Journal and Tribune. Daily average year ending Jan. 31, 1905, 15,060 (\*). Weekly average 1904, 14,512.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

**Knoxville.** Sentinel. Av. '04, 11,482. Led nearest competitor 11,000 in advert'g '04, 6 days vs. 7.

**Memphis.** Commercial Appeal, daily. Sunday, weekly. Average 1st 6 mos. 1905, daily 88,781; Sunday, 55,245; weekly, 84,489. (©). Smith & Thompson, Representatives N. Y. & Chicago.

**Nashville.** Banner, daily. Aver. for year 1903 14,772; for 1904, 20,708. Average March, April, May, 51,557.

## TEXAS.

**Denton.** Record and Chronicle, Daily av. 1904, 116. Weekly av., 2,775. The daily and weekly reach nearly 80 per cent of the tax paying families of Denton county.

**San Angelo.** Standard, weekly. Average for 1904, 2,909.

**El Paso.** Herald. Av. '04, 4,211; May, '05, 5,015. Merchants' canvass showed Herald in 8% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

## VERMONT.

**Barre.** Times, daily. F. E. Langley. Aver. 1904 3,161; for six months, 1905, 3,568.

**Burlington.** Free Press. Daily av. '03, 5,566. '04, 6,682. Largest city and State circulation. Examined by Assoc'n of American Advertisers.

**Burlington.** Daily News, evening. Actual daily average 1904, 6,018; last 6 mos., 6,625; last 3 mos., 7,024; last month, 7,547.

**Rutland.** Herald. Average 1904, 5,527. Average 3 months ending June 1, 1904, 4,181.

## VIRGINIA.

**Norfolk.** Dispatch, 1904, 2,400; 1905, April, 11,090; May, 11,257; June, 11,542.

**Richmond.** News Leader, afternoons. Actual daily average 1904, 28,575 (see American Newspaper Directory). It has no equal in pulling power between Washington and Atlanta.

**Richmond.** Times-Dispatch, morning. Actual daily average year ending December, 1904, 30,123. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

## WASHINGTON.

**Olympia.** Recorder. Daily av. 1904, 2,289; weekly, 1,465. Only paper with tele. reports.

**Seattle.** Times. Actual aver. circulation Oct., Nov. and Dec. 1904, 57,090 daily, 45,450 Sunday. By far largest daily and Sunday in State.

**Tacoma.** Ledger. Dy. av. 1904, 14,864; Sy. 18,476; w'y., 9,524. Aver. 6 mos. ending June 30, 1905, Daily, 15,159, Sunday, 19,771.

**Tacoma.** News. Daily average 5 months ending May 31, 16,527. Saturday issue, 17,495.

## WEST VIRGINIA.

**Parkersburg.** Sentinel, daily. R. E. Hornor, pub. Average for 1904, 2,820 (104).

**Wheeling.** News. Daily paid circ., 11,517 (\*). Sunday paid circ., 11,988 (\*). For 12 months up to April 1, 1905. Guarantees a paid circulation equal to any other two Wheeling papers combined.

## WISCONSIN.

**Milwaukee.** Evening Wisconsin, d'y. Av. 1904, 26,201; June, 1905, 26,187 (©).

**Milwaukee.** Journal, daily. Journal Co., pub. Yr. end. June, 1905, 57,886, July, 1905, 40,789.

**Oshkosh.** Northwestern, daily. Average for 1904, 7,251. December, 1904, 7,426.

**Wisconsin Agriculturist.** Racine. Wis. Weekly. Estab. 1877. The only Wisconsin paper whose circulation is guaranteed by the American Newspaper Directory. Actual average for 1903, 22,191; for 1904, 27,254; for year ending July 31, 1905, 40,192. N. Y. Office, Temple Court, W. C. Richardson, Mgr.

## WYOMING.

**Cheyenne.** Tribune. Actual daily average net for first six months of 1904, 4,580.

## BRITISH COLUMBIA.

**Vancouver.** Province, daily. W. C. Nichol, publisher. Average for 1904, 7,426; average for July, 1905, 8,745.

**Victoria.** Colonist, daily. Colonist P. & P. Co. Aver. for 1903, 5,695; for 1904, 4,556 (\*).

**MANITOBA. CAN.**

Winnipeg, Free Press, daily and weekly. *Average for 1904, daily, 25,698; weekly, 15,801. Daily, July, 1905, 31,260.*

Winnipeg, Der Nordwesten, Western Canada's German newspaper, covers the German speaking population of over 150,000—its exclusive field. *Average for 1904, 11,892; average for 12 months ending April 30, 1905, 12,224.*

**NEW BRUNSWICK. CAN.**

St. John, Star. *Actual daily average for October, November, December, 1904, 6,091.*

**NOVA SCOTIA. CAN.**

Halifax, Herald (☉☉) and Evening Mail. *Circulation, 1904, 15,658. Flat rate.*

**ONTARIO. CAN.**

Toronto, Canadian Implement and Vehicle Trade, monthly. *Average for 1904, 6,000.*

Toronto, Star, daily. *Sworn average circulation for June, 1905, 38,765.*

Toronto, Evening Telegram, daily, *aver. 1904, 31,884. Perry Lukens, Jr., N.Y. Repr.*

Toronto, The News. *Sworn average daily circulation for June, 1905, 39,496. Advertising rate 34c. flat, run of paper. The largest circulation of any evening paper published in Ontario.*

**QUEBEC. CAN.**

Montreal, Herald, daily. *Est. 1908. Actual aver. daily 1904, 22,850; weekly, 18,886.*

Montreal, La Presse. La Presse Pub. Co., Ltd., publishers. *Actual average 1904, daily, 80,259; Av. Mar., '05, 95,826. Sat., 118,592.*

Montreal, Le Canada. *Actual average 1904—daily, 19,287; weekly, 18,757.*

Montreal, Star, dv. & wy. Graham & Co. Av. for '05, dy. 55,127, wy. 122,269. *Av. for 1904, dy. 56,793, wy. 125,240.*

Sherbrooke, Daily Record. *Guaranteed av. 1904, 4,917; June, 1905, 6,087.*

## NOTICE.

The special attention of all publishers who are now represented in the Roll of Honor is invited to the announcement on page 64 of this issue of **PRINTERS' INK**. They may take additional space for the September 6 edition at the usual rate of twenty cents a line, \$3 one inch, \$10 half column, \$20 whole column, \$40 for a whole page, less 5 per cent discount, if check is sent with order and copy.

No other papers except those represented in the Roll of Honor can secure additional space therein and thus obtain virtually a preferred position at the ordinary price.

The Roll of Honor is considered by those publishers who make regular use of it the most effective, cheapest and quickest means of setting circulation figures *to date* before the American advertisers. The Roll of Honor is a newspaper directory to date, it chronicles the facts of last month, last week—of yesterday.

There is no service like it to be had anywhere—based upon and backed by the rules and requirements of Rowell's American Newspaper Directory, its value to publisher and advertiser becomes of unusual importance.

The charge made for the service is actually only a nominal one and no publisher, who is entitled to avail himself of the advantages of the Roll of Honor, should be unmindful of the particular desirability to have an extra advertisement in the issue for September 6—press day, August 30, 1905.

# (◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,146 publications listed in the 1905 issue of Rowell's American Newspaper Directory, one hundred and twelve are distinguished from all the others by the so-called gold marks (◎◎).

Announcements under this classification, from publications having the gold marks in the Directory, cost 20 cents per line per week, two lines (the smallest advertisement accepted) cost \$30.00 for a full year, 10 per cent discount, or \$18.72 per year spot cash, if paid wholly in advance.

## WASHINGTON, D. C.

**THE EVENING STAR** (◎◎), Washington, D. C. Reaches 90% of the Washington homes.

## GEORGIA.

**ATLANTA CONSTITUTION** (◎◎). Act. av. for 1904: Daily 55,885 (◎◎). S'y 42,819, W'y 107,925.

**THE MORNING NEWS** (◎◎), Savannah, Ga. A good newspaper in every sense, with a well-to-do clientele, with many wants and ample means. Only morning daily within one hundred miles.

## ILLINOIS.

**GRAIN DEALERS' JOURNAL** (◎◎), Chicago. Largest circulation; best in point of quality.

**TRIBUNE** (◎◎). Only paper in Chicago receiving this mark, because **TRIBUNE** ads bring satisfactory results.

**BAKERS' HELPER** (◎◎), Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

## KENTUCKY.

**LOUISVILLE COURIER-JOURNAL** (◎◎). Best morning in city; read by best people.

## MASSACHUSETTS.

**BOSTON PILOT** (◎◎), every Saturday. Roman Catholic. Patrick A. Donahoe, manager.

**BOSTON EVENING TRANSCRIPT** (◎◎), established 1830. The only gold mark daily in Boston.

**BOSTON BOOT AND SHOE RECORDER** (◎◎), greatest trade paper; circulation universal.

**WORCESTER L'OPINION PUBLIQUE** (◎◎) is the leading French daily of New England.

**TEXTILE WORLD RECORD** (◎◎), Boston, is the "bible" of the textile industry. Send for booklet, "The Textile Mill Trade."

## MICHIGAN.

**GRAND RAPIDS FURNITURE RECORD** (◎◎). Only national paper in its field.

## MINNESOTA.

**THE NORTHWESTERN MILLER** (◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

## NEW YORK.

**BROOKLYN EAGLE** (◎◎) is the advertising medium of Brooklyn.

**THE POST EXPRESS** (◎◎), Rochester, N. Y. Best advertising medium in this section.

**ARMY AND NAVY JOURNAL** (◎◎). First in its class in circulation, influence and prestige.

**THE IRON AGE** (◎◎), established 1855. The recognized authority in its representative fields.

**ENGINEERING NEWS** (◎◎).—An acknowledged authority.—*Tribune, Lawrence, Kan.* E. News prints more transient ads than all other technical papers; 1½ & 3c. a word. Try it.

**VOGUE** (◎◎), the authority on fashions. Ten cents a copy; \$4 a year. 364 5th Ave., New York.

**HARDWARE DEALERS' MAGAZINE**. In 1904, average issue, 17,500 (◎◎). D. T. MALLETT, Pub. 263 Broadway, N. Y.

**NEW YORK HERALD** (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

**ELECTRICAL WORLD AND ENGINEER** (◎◎) established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

**BUFFALO COMMERCIAL** (◎◎). Desirable because it always produces satisfactory results.

**CENTURY MAGAZINE** (◎◎). There are a few people in every community who know more than all the others. These people read the **CENTURY MAGAZINE**.

**THE NEW YORK TIMES** (◎◎) bears "All the news that's fit to print" into over 100,000 homes within 35 miles of Times Square; rigidly censors advertising, quantity of quality.

**NEW YORK TRIBUNE** (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

## OHIO.

**CINCINNATI ENQUIRER** (◎◎). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.-Chicago.

## PENNSYLVANIA.

"**THE PHILADELPHIA PRESS**" is a Gold Mark (◎◎) Newspaper, a Roll of Honor Newspaper, and a Guaranteed Star Newspaper, the three most desirable characteristics for any Newspaper. Circulation, daily average 1904, 115,342.

**THE PUBLIC LEDGER** (◎◎)—Independence Hall and Public Ledger are Philadelphia's landmarks; only paper allowed in thousands of Philadelphia homes. Circulation now larger than in 70 years. 52,540 more advertisements April, May June and July than same period 1904.

## THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## SOUTH CAROLINA.

**THE STATE** (◎◎), Columbia, S. C., reaches every part of South Carolina.

## VIRGINIA.

**NORFOLK LANDMARK** (◎◎) the recognized medium in its territory for investors and buyers. Holds certificate from the Association of American Advertisers of bona fide circulation. If you are interested, ask to see voluntary letters from advertisers who have given splendid results from **LANDMARK**.

## WISCONSIN.

**THE MILWAUKEE EVENING WISCONSIN** (◎◎), one of the Golden Dozen Newspapers.

## CANADA.

**THE HALIFAX HERALD** (◎◎) and the **EVENING MAIL**. Circulation 15,625 flat rate.

## THE TORONTO GLOBE (◎◎)

25% larger circulation than any other morning paper in Canada. U. S. representatives, **BRIGHT & VEREE**, Tribune Bldg., N. Y.; Boyce Bldg., Chicago.

# THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$20.80 for a full year, ten per cent discount, or \$18.72 spot cash, if paid wholly in advance.

## COLORADO.

THE Denver Post, Sunday edition, Aug. 6, 1905, contained 5,366 different classified ads, a total of 103 4-10 columns. The Post is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

## CONNECTICUT.

MERIDEN, Conn. RECORD covers field of 50,000 population, working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

## DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (©), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

## ILLINOIS.

PEORIA (Ill.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review; and that's why the DAILY NEWS is Chicago's "want-ad" directory.

## INDIANA.

THE Terre Haute STAR carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

THE Indianapolis NEWS during the year 1904 printed 153,297 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 273,730 separate paid Want ads during that time.

THE Star League, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR, general offices, Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

THE Indianapolis STAR is the Want ad medium of Indianapolis. It printed during the year of 1904 691,313 lines of Want ads. During the month of December the STAR printed 17,535 lines of classified financial advertising. This is 4,575 lines more than published by any other Indianapolis newspaper for the same period. The News in December, 1904, printed 13,000 lines; the Sentinel 4,516 lines, and the Star 2,830 lines. The Indianapolis STAR accepts no classified advertising free. The rate is one cent per word.

THE MARION LEADER is recognized as the best result getter for want ads.

THE Muncie STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

## IOWA.

THE Des Moines CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week, Saturday the big day.

## MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

## MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

## MASSACHUSETTS.

25 CENTS for 30 words, 5 days. DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.

THE BOSTON TRAVELER publishes more Want advertising than any other exclusively evening paper in its field, and every advertisement is paid for at the established rates.

BOSTON GLOBE, daily and Sunday, first six months of 1905, printed a total of 317,465 classified ads, and there were no trades, deals or discounts. This was a gain of 3,959 "want" ads over the same period of 1904, and was 71,145 more than any other Boston paper carried during the first six months of 1905.

## MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper, result getter; circulation in excess of 15,500; 1c. word; 5c. subsequent.

## MINNESOTA.

THE Minneapolis JOURNAL carried over 55 per cent more Want ads during July, 1905, than any other Minneapolis daily. No free Wants and no objectionable Wants. Circulation, 1905, 57,030; 1904, 54,333, first 7 months 1905, 57,406; July, 1905, 57,006.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 25,000 subscribers, which is 25,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 50 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.



**THE St. Paul DISPATCH** is St. Paul's Want Ad Directory, carrying more advertising than all other St. Paul mediums combined. The guaranteed paid circulation of the St. Paul DISPATCH for year ending March 31, 1905, 57,668; for March, 50,440; for April 50,541; for May, 62,737, this increase caused by thorough canvassing—no premiums. Thousands of people use it exclusively and everybody includes it in their list. No free want ads are published and objectionable advertising is rigidly excluded. The May advertising shows a daily increase of over 600 lines in three months. Seven telephone trunk lines assist in receiving this classified business.

#### MISSOURI.

**THE Joplin Globe** carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

**THE Kansas City JOURNAL** (every morning including Sunday), one of the recognized Want ad mediums of the United States; 21 to 35 columns paid Wants Sunday; 7 to 10 columns daily. Rate, 1 cent a word.

#### MONTANA.

**THE Anaconda STANDARD** is Montana's great "Want Ad" medium; 1c. a word. Average circulation (1904), 11,359, Sunday, 13,756.

#### NEBRASKA.

**LINCOLN JOURNAL AND NEWS**, combined circulation over 27,000. Cent a word.

**THE Lincoln Daily Star**, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 15,000 daily. Rates, 1 cent per word. Sunday Want ads receive extra insertion in Saturday afternoon edition if copy is received in time. **DAILY STAR**, Lincoln, Neb.

#### NEW JERSEY.

**ELIZABETH Daily Journal**—Leading Home paper; 10 to 12 pages. Only "Want" Medium. Cent-a-word. Largest circulation.

**NEWARK, N. J., FREIE ZEITUNG** (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word, 8 cents per month.

#### NEW YORK.

**THE Post-Express** is the best afternoon Want ad medium in Rochester.

**ALBANY EVENING JOURNAL**, Eastern N. Y.'s best paper for Wants and classified ads.

**DAILY ARGUS**, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

**IN Binghamton** the **LEADER** carries largest patronage, hence pays best. **BECK WITH**, N. Y.

**BUFFALO NEWS** with over 57,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

**THE TIMES-UNION**, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in this city.

**PRINTERS' INK**, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 30 cents a line per issue flat; six words to a line. Sample copies, ten cents.

#### OHIO.

**IN Zanesville** the **TIMES-RECORDER** prints twice as many Want Ads as all the other papers.

**THE Zanesville SIGNAL** reaches 64 towns in S. E. Ohio, also 66 rural routes; 1/4c. a word net.

**YOUNGSTOWN VINDICATOR**—Leading "Want" medium, 1c. per word. Largest circulation.

**THE MANSFIELD NEWS** publishes daily more Want ads than any other 30,000 population newspaper; 20 words or less 3 consecutive times or less, 50c., one cent per each additional word.

#### OKLAHOMA.

**THE OKLAHOMAN**, Okla. City, 11,851. Publishes more Wants than any four Okla. competitors.

#### PENNSYLVANIA.

**THE Chester, Pa., TIMES** carries from two to five times more classified ads than any other paper.

**PHILADELPHIA:**  
**THE EVENING BULLETIN.**  
Net paid daily average circulation for July  
210,277 copies per day.  
"In Philadelphia nearly everybody reads 'The Bulletin'."  
(See Roll of Honor.)

#### SOUTH CAROLINA.

**THE Columbia STATE** (20c.) carries more Want ads than any other S. C. newspaper.

#### VERMONT.

**THE Burlington Daily News** is the popular paper and the Want medium of the city. Reaches twice as many people as any other and carries more Want ads. Absolutely necessary to any advertiser in Burlington territory.

#### VIRGINIA.

**THE NEWS LEADER**, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (28,575 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified ads, one cent a word per insertion, cash in advance, no advertisement counted as less than 25 words; no display.

#### WISCONSIN.

**NO** paper of its class carries as many Want ads as the **EVENING TELEGRAM**, of Superior, Wisconsin.

**JANESVILLE GAZETTE**, daily and weekly, reaches 6,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates, Want Ads—daily, 3 lines 5 times, 50c., weekly, 5c. line. Big results from little talk.

#### CANADA.

**THE Halifax Herald** (20c.) and the **MAIL—Nova Scotia's** recognized Want ad mediums.

**LA PRESSE**, Montreal. Largest daily circulation in Canada without exception. (Daily 95,825, Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world.

**THE DAILY TELGRAPH**, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

**THE Montreal Daily Star** carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD** AND **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

**THE Winnipeg FREE PRESS** carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

#### BRITISH COLUMBIA.

**VICTORIA COLONIST**. Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific Coast.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

## ADVERTISING RATES.

Advertisements 30 cents a line, pearl measure, 15 lines to the inch (\$5); 200 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG,  
Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.  
London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, AUG. 16, 1905.

**PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.**

## ADVERTISING PHYSIOLOGY.

Science has nothing quite so wonderful as the advertising physiology upon which adwriters build health arguments for the breakfast foods. Patent medicine physiology, which is often derided, may be called tame in comparison.

Not long ago in a magazine ad for the Post products the following information was set before the public:

Hot to cool. A person can keep the body 8 to 10 degrees cooler in hot weather by sensible breakfast. Try a little fruit, 2 pieces of very hard toast, a cup of well-made Postum and a dish of not more than 4 teaspoonfuls of Grape Nuts and cream. You can enjoy any kind of weather and feel well nourished. "There's a reason."

Now, had the man who wrote

that simply taken the trouble to look into the encyclopedia under the heading "Temperature of the Body in Health and Disease" he would have learned what no doubt thousands of his readers know—namely, that the normal temperature of the human body is uniformly ninety-eight and four-tenths degrees Fahrenheit; that a variation of one degree either way means a variation of ten pulse beats; and that if there is a persistent variation above 99.5 or below 97.3 some form of disease is certainly indicated. If this "health breakfast" were capable of accomplishing what it is advertised to do the persons who ate it would be entertaining subjects for a clinic.

It was another breakfast food adwriter who assured his readers that the food he advocated contained an abundance of starch, more than any other breakfast food, in fact, and that "this rich starch, changing into gluten in the stomach, nourished the blood, the brain, the muscle." The advantage of this food above all others, furthermore, was its wonderful digestibility—for which reason the person who partook thereof was able to transform all the starch into gluten (even the most delicate stomachs, etc.). This is pretty, of course. Yet starch and albumen are two entirely different substances, neither of which can be changed into the other. What this adwriter had dimly in mind was the conversion of starch into glucose in the stomach, and which sounds better under its other name of "grape sugar" in a breakfast food ad.

Physiological advertising arguments are, in the case of breakfast foods, rather dangerous things. For all breakfast foods are made of wheat or other grain, and therefore the real physiology of one is the physiology of all. Hard wheat contains a higher percentage of gluten than soft wheat, which may be an excellent component for some stomachs. Other stomachs are benefited by a large starch component. Breakfast food physiology may be pic-

turesque; but nine times in ten it is imaginary. With hundreds of thousands of school children studying physiology in our public schools it would be far safer for the breakfast food advertising man to confine himself to the "rich nutty flavor" which all breakfast foods have. Health arguments are admittedly effective in advertising, but the food value of wheat is general rather than specific.

Advertising physiology quite as fearfully put together figures in other food advertising, such as that of cocoa, chocolate, meat extracts, baby foods, vegetarian specialties, meats, etc. It is also a regular standby of the toilet powder and tooth paste adwriter, the soap man and others who make things which are good for one's outside. In this section there are often real physiological arguments, as that for a soap which has no free alkali. Shaving soap, for example, is "cut" with potash instead of lye, and when applied to the skin there is no free alkali to transform the skin oils into soap, leaving the cuticle dry and harsh. And because shaving soap also leaves the oils in the hair uninjured it is excellent for shampoo purposes. These are physiological truths, and the adwriter could employ them to good advantage. But physiological lies are dangerous. Too many readers of the magazines and newspapers nowadays have a knowledge of elementary physiology.

THE *Morning Telegram*, of Oskaloosa, Iowa, has suspended publication. It was until lately an evening daily, the *Times-Journal*. This leaves the city with but one evening paper, the *Herald*.

A SMALL clothing store in Union Square was pretty extensively scorched one morning not long ago, and has since blossomed with red signs. "Burned Out but not Knocked Out," reads one of these, "Scorching hot bargains—don't be fooled by fake fire sales—this is where the fire started."

## ODD STATE OF AFFAIRS IN VERMONT.

"The proprietary medicine situation in Vermont is a peculiar one," according to a newspaper publisher in that State. "The only large wholesale drug house in Vermont is the proprietor of one of the biggest advertised remedies, so that naturally they may not push the sale of other proprietaries. But wholesalers in Troy and Albany, N. Y., Worcester and Boston, Mass., enjoy an excellent trade through Vermont. Thus quantities of goods are sold in amount as a result of advertising in Vermont papers, but which sales are not always credited to the Vermont field, as the manufacturers receive their orders from wholesalers in the above-mentioned cities outside the State.

"As a matter of fact, Vermont is one of the best New England States for proprietary medicine manufacturers to advertise in, it being an agricultural State interspersed with manufacturing enterprises, which is generally conceded to be the best kind of territory for sales of advertised remedies."

The Little Schoolmaster recognizes the following as the great trunk lines of advertising for the general advertiser, and in the order named;

1. Daily Papers.
2. The Weeklies of national scope, including agricultural, religious and class papers; weeklies of standing in shire towns and who believe in the principle of making known their circulation.
3. Magazines.
4. Street Cars.
5. Billboards.

The Little Schoolmaster, while setting forth the above as the principal media, does not want to be understood as being unmindful of the many and very important auxiliaries to advertising, such as booklets, novelties, and other parts of a follow-up system.

Opinions from pupils on this subject are invited.

THE old presses and typographical equipment of the *Booklovers Magazine* have been sold at auction in Philadelphia, bringing a total of \$25,000.

ON August 1 the Chicago office of the Butterick Trio, in charge of W. H. Black, was moved to new quarters in the First National Bank Building, at Monroe and Dearborn streets. The former offices were at 200 Monroe street.

THE *Daily News* of Beloit, Wisconsin, is sending out a map designed to show how thoroughly it covers the local field. Before the map was engraved small black-headed tacks were driven into it, one for each house where a copy of the *News* is delivered. The result is not beautiful, but it is impressive.

THE current number of *Modern Sanitation*, issued in the interests of the Standard Sanitary Mfg. Co., of Pittsburg, contains articles on "Principles and Practice of Plumbing," "Co-operation and Protection for the Plumbing Trade," "Store Salesmanship for the Modern Plumber," "Why and How Plumbers Should Advertise," etc.

*Pacific Coast Advertising* in discussing the advertising man's status complains that business men often assign him to a wrong position—"they treat him as a clerk, not as a salesman." Probably the advertising men who are so treated are clerks and not salesmen. The ability to write advertisements and the ability to sell goods are not always combined in the same individual. It is a pleasing fiction of the profession that the advertising man necessarily possesses business ability of a high order, but this is not always the case. Doubtlessly it ought to be so, but it isn't. The advertising man's status depends upon his own ability, and business men will continue to treat him as they are in the habit of treating other employees—each according to his merits.

## THE BIG FIVE.

THE advertisements written by Mr. Dan A. Carroll for the five evening papers he represents, appearing in each weekly issue of **PRINTERS' INK**, never seem to loose in their excellence of quality. It must be gratifying indeed to the publishers of these five papers to have a representative who devotes the space they pay for to the advancement of the interests of their papers instead of to glorifying himself.

THERE are two distinctive sorts of courage—physical and moral. Some possess both—oftentimes, however, only the first-named kind. Physical courage is the courage that manifests itself conspicuously when all goes well, or manifests itself where no judgment is involved. It is what the Frenchman calls *elan*. Moral courage is always akin to endurance, patience and perseverance. It involves primarily the faith in one's self, and it is that what sustains conviction and a belief in the face of all adversity. Moral courage is always in harmony with sound reason and the "small voice" within.

THE publishers of the *Michigan Farmer* have bought the subscription list of the *Michigan Farm & Live Stock Journal*, which has been published by the *Detroit Free Press* heretofore. The subscribers of the old paper will receive the *Michigan Farmer* beginning with the issue of August 10th. This will add between fifteen and twenty thousand paid in advance subscribers to the latter paper. The *Michigan Farmer* is now the only agricultural weekly and livestock journal published in Michigan. The rates will be advanced in the near future and those advertisers who place their contracts at once will receive a positive bargain. The *Racine Wisconsin Agriculturist*, beginning with the September 1st issue, will guarantee a circulation of 50,000 copies weekly.—Wallace C. Richardson.

# BUNCOMBE vs. FACT

## THE BUNCOMBE:

Carries more local advertising than any other Memphis paper, including every local advertiser in Memphis—many of them exclusively.—From an advertisement of the Memphis News-Scimitar in the Fourth Estate, July 22nd, 1905.

## THE FACT:

During last month (July, 1905), while the above statement was being made, the two newspapers of Memphis published advertising as follows:

	MEMPHIS COMMERCIAL APPEAL.	MEMPHIS NEWS-SCIMITAR.
Local Display Advertising, Daily edition.....	11,340 inches.	7,119 inches.
Sunday ".....	10,375	4,038
Total Local Display.....	21,715	11,157
Foreign Display Advertising, Daily edition....	4,346	1,973
Sunday ".....	1,258	362
Total Foreign Display.....	5,604	2,335
Classified Advertising, Daily edition.....	5,194	3,315
Sunday ".....	3,287	1,839
Total Classified Advertising.....	8,481	5,154

## Recapitulation and Percentages.

### THE MEMPHIS COMMERCIAL APPEAL.

	LOCAL DISPLAY.	FOREIGN DISPLAY.	CLASSIFIED.	TOTAL.
Daily.....	11,340	4,346	5,194	20,880
Sunday.....	10,375	1,258	3,287	14,920
Tals.....	21,715	5,604	8,481	35,800

### THE MEMPHIS NEWS-SCIMITAR.

	7,119	1,973	3,315	12,406
Daily.....	7,119	1,973	3,315	12,406
Sunday.....	4,038	362	1,839	6,329
Totals.....	11,157	2,335	5,154	18,646

Excess of Commercial Appeal over News-Scimitar.....	10,558	3,269	3,327	17,155
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Commercial Appeal Local over News-Scimitar Local.....	94.6	per cent
Commercial Appeal Foreign over News-Scimitar Foreign.....	140	"
Commercial Appeal Classified over News-Scimitar Classified.....	64.5	"
Commercial Appeal Local Display over total of all kinds of News-Scimitar.....	16.4	"

## FACT vs. BUNCOMBE.

It will be noted from foregoing figures that instead of the *News-Scimitar's* statement being true, the COMMERCIAL APPEAL carried in the daily edition 60 per cent more, and in Daily and Sunday combined, 94 per cent more local advertising than the *News-Scimitar*. In fact the local display advertising of the COMMERCIAL APPEAL was 164-10 per cent greater than the combined local, foreign and classified advertising of the *News-Scimitar*. Foreign advertisers will particularly note that the COMMERCIAL APPEAL carried 140 per cent more foreign advertising than the *News-Scimitar*. It also carried 64-5 per cent more classified advertising than the *News-Scimitar*.

## CIRCULATION.

The detailed sworn net paid average circulation of the COMMERCIAL APPEAL for the first 6 months of 1905 was 33,781 Daily; 55,247 Sunday. The COMMERCIAL APPEAL is the only Memphis newspaper issuing detailed sworn net paid circulation statements and guarantees a net paid circulation 50 per cent larger in city or country than any other Memphis newspaper.

**SMITH & THOMPSON, Foreign Advertising Representatives,**  
Tribune Building, CHICAGO. Potter Building, NEW YORK.

### THE WORD "FREE."

The advertising department of the *Woman's Magazine* of St. Louis makes the following announcement:

EFFECTIVE with September issue, the word "Free" will be permitted in advertisements in our columns only when the article advertised as "Free" is absolutely given free. Where any labor or service is required to earn the article advertised, the word "Earned," or the words "Easy earned," "Given away for a few hours' work," etc., may be used. Where samples, catalogues, calendars, booklets or literature are sent free to the parties answering the advertisement the word "Free" may be used.

### TO ADVERTISE LOUISVILLE.

The Commercial Club, of Louisville, Ky., which has been active in advertising its city the past year, will place advertising stickers on baggage and merchandise shipped out of Louisville, setting forth its industrial advantages. A folder is also to be sent in all outgoing mail of business houses; a special Louisville envelope is to be used in the same way. Billboards telling the story of the city will be placed in all railroad stations, and manufacturers will be furnished with stencils for stamping every article turned out with the words "Made in Louisville."

The amount of money spent for advertising to-day is many times larger than that spent twenty-five years ago. And the field and possibilities for advertising are also vastly greater to-day than they ever were. With an always increasing population and a correspondingly greater commonwealth, advertising as a profession, or business has greater prospects during the next decade than at any previous time. It appears perfectly rational, therefore, that an advertising agency which keeps pace with present requirements, delivers the goods, "makes good" through prompt, competent and honest service to the customer is more in demand and can make more money than at any other epoch.

BEWARE of promising too much. He who receives less than he was led to expect will speak ill of you even though he has received full value for his money.

THE object of *Good Housekeeping* is to help practical, sensible, enterprising women to manage their homes more economically and make them more attractive and successful, in order that the saving of waste or necessities may be utilized in the purchasing of additional luxuries. The first issue of *Good Housekeeping* under our management appeared in October, 1900. There were 13 pages of advertising, which was rather more than the publication deserved to carry at that time. We now carry about 100 pages of advertising from the best houses in the country and they are getting excellent results.—*The Phelps Publishing Co., Springfield, Mass., August 8, 1905.*

### THEY GET THE COMMISSION.

At the recent convention of the Associated Billposters and Distributors in Montreal the Snitzler Advertising Agency, Chicago, and Sanford H. Robinson, Philadelphia, were appointed official representatives. This constitutes them agencies entitled to take billboard advertising on a commission basis. The billposters guard this privilege jealously, and as the following list shows the list of official representatives is not large:

Amsterdam Supply Co., 111 Fifth Ave., New York City. Associated Billposters' Protective Co., 32 Union Sq., New York City. Ayer & Son, N. W., 300-308 Chestnut St., Philadelphia, Pa. Derrick, Paul E., Advertising Agency, 154 Nassau St., New York City. Fuller's Advt. Agency, Chas. H., 112-114 Dearborn St., Chicago, Ill. Gude Co., O. J., 935 Broadway, New York City. Hampton Co., Ben. B., 7 W. 22nd St., New York City. Holbrook & Parsons Co., 703 Avenue D, Brooklyn, N. Y. Mahin Advertising Co., 200 Monroe St., Chicago, Ill. Proctor & Collier Co., Cincinnati, O. Runey, Clarence E., 220 W. Liberty St., Cincinnati, O. Sanford H. Robinson, 314 Walnut St., Philadelphia, Pa. Seeley, W. W., 1164 Broadway, New York City. Snitzler Adv. Co., 1007-1008 Trude Bldg., Chicago, Ill. Stahlbrodt, Edward A. 10-21 Mill St., Rochester, N. Y. Throop, George Enos, 1500 Tribune Bldg., Chicago, Ill.

ON July 15 F. R. Barnard, office manager of the Butterick Publishing Co., New York, was married to Miss Ione Marie Hurd, of Scranton Pa. The couple spent their honeymoon in Old Orchard, Me., and have returned to live in New York. Mr. Barnard is the detail man of the Butterick Trio.

SOME effective newspaper advertising for the Peirce School, Philadelphia, is being placed in the dailies of that city by Richard A. Foley. This is the first time in many years, it is said, that this school has put its advertising in the hands of an agency. Large space, with halftone illustrations, is being used.

#### AN ASSOCIATION OF TRUST COMPANY AD MEN.

This fall, at the convention of the American Bankers' Association, in Washington, an attempt will be made to organize an association of advertising managers connected with trust companies throughout the United States. Its object is the interchange of ideas and methods. The following men have been selected as the organization committee: Harold A. Davidson, chairman, secretary of the Home Trust Company, Brooklyn; Frederick Phillips, secretary of the Lincoln Trust Company, New York City; Park Terrell, United States Mortgage & Trust Company, New York city; Arthur King Wood, secretary and treasurer of the Van Norden Trust Company, New York City; H. T. Wenig, publicity manager of the Windsor Trust Company, New York City; A. H. Davis, of Redmond & Company, New York City; George E. Robertson, publicity manager of the Northern Trust Company, Chicago; E. F. Feickert, assistant secretary and treasurer of the Plainfield Trust Company, Plainfield, N. J.; Francis R. Morison, auditor of the Citizens' Savings & Trust Company, Cleveland, and Pierre Jay, vice-president of the Old Colony Trust Company, Boston. C. A. Luhnnow, publisher of *Trust Companies*, New York City, is at the head of the movement.

#### THE MEMPHIS "COMMERCIAL APPEAL."

The announcement is made that beginning November 1, 1905, the *Memphis Commercial Appeal* will make a slight increase in its rate on 5,000 and 10,000 line contracts. The rate on 5,000 lines will be 6½ cents instead of 6 cents and on 10,000 line contracts 6 instead of 5 cents. The rate on 500 lines or less will be 10 cents a line as heretofore. These changes apply to the daily edition. For the Sunday paper the rate will range from 10 cents a line for less than 2,000 lines to 7 cents for 10,000 lines or more. No change will be made in the rate charged for classified advertising nor in the rates of the *Weekly Commercial Appeal*. Reservation contracts given before November 1st, on which copy will be started before the beginning of 1906, will be accepted at the old rates. The publishers state that the present rate card has been in force six years without change and that in this period the circulation of the daily has increased from 20,506 to 38,785 copies, while the growth of the Sunday edition has been even greater, a circulation of more than 55,000 copies being guaranteed. Smith & Thompson, Potter Building, New York, and Tribune Building, Chicago, are the special representatives of the *Commercial Appeal*.

The greatest harm that has ever befallen advertising as an honest business force—is the practice of swapping space. In this pernicious process somebody is always outwitted—premeditatedly.

C. J. Z.



IF a town can establish a reputation far and wide as a hustling, wide-awake town, alive to its every opportunity, much has been accomplished toward its future growth and prosperity.

### ASHEVILLE—NORTH CAROLINA.

From a well-printed and illustrated booklet issued by the local Board of Trade the following description of Asheville, North Carolina, is taken:

Asheville is the social and geographical center of the great Western North Carolina plateau, justly termed the Switzerland of America, containing about 2,000,000 acres, of which about 60 per cent is in forest. It is a busy and enterprising city with twenty-one churches; two Young Men's Christian Associations; various book and reading clubs; a fine system of graded schools and fifteen private schools; Board of Trade; Good Roads Association; four social clubs; gun clubs; rifle clubs; golf clubs; lodges of all leading orders; medical society; bar association; law library and public library; hospitals and charitable institutions; military companies; military band; four banks; fifteen hotels; large number of private boarding houses; telephone exchanges with long distance connections; an auditorium; opera house; two daily newspapers, numerous weekly, church school, and society publications; city parks; Turkish baths; fire department; electric light and gas plants; electric street car system; water supply and sewerage systems; ten miles of paved streets; city hall and market; federal court and postoffice building; government weather bureau; county court house; excellent livery; cotton mill; tannery; ice factories; woodworking establishments; machine shops; dairies; greenhouses; three water-power plants; flour mill; numerous other manufacturing establishments. It is a city set on a hill, in the midst of the most beautiful mountain country on this continent—a modern city of 20,000 population—cosmopolitan in its make-up, progressive, liberal, and given to hospitality.

Asheville's two daily papers are the *Citizen*, morning, and the *Gazette-News*, an evening paper. The circulation of the former as given in Rowell's American Newspaper Directory, averaged 3,230 copies daily for the year 1904. The *Gazette-News* is rated "JKL," which means that the average issue of the paper is not supposed to exceed a thousand copies.

CAPTAIN EVAN P. HOWELL, one of the founders of the *Atlanta Constitution*, long its editor, and father of the present editor, Clark Howell, died in that city August 6, aged 66 years.

### LEAGUE OF SOUTHERN TRADE JOURNALS.

A convention of trade journal publishers of the Southern States was held recently in Atlanta for the purpose of forming an organization to be known as the Southern Trade Press Association. Its object will be not only to better publishing conditions, but to advertise the South industrially. The movement started with H. H. Harmon, publisher of *Cotton*, Atlanta, who was elected president; Col. G. E. Webb, of Winston-Salem, N. C., editor of the *Tobacco Journal*, vice-president, and George Low, of Atlanta, editor of the *Cotton Oil Magazine*, was chosen secretary. These Southern trade journals are represented in the new association:

*Dixie Miller*, Nashville, Tenn.; *Cotton Trade Journal*, Savannah, Ga.; *Journal of Commerce*, Memphis, Tenn.; *Railway Record*, Atlanta, Ga.; *Dixie*, Atlanta, Ga.; *Southern Lumberman*, Nashville, Tenn.; *Railway Herald*, Atlanta, Ga.; *Southern Banner*, Atlanta, Ga.; *Manufacturers' Record*, Baltimore, Md.; *Textile Excelsior*, Charlotte, N. C.; *American Cotton Manufacturer*, Charlotte, N. C.; *Watts Railroad Guide*, Atlanta, Ga.; *Southern Fruit Grower*, Chattanooga, Tenn.; *Practical Machinist*, Atlanta, Ga.; *Southern Tobacco Journal*, Winston, N. C.; *Southern Furniture Journal*, High Point, N. C.; *The Tradesman*, Chattanooga, Tenn.; *Trade Index*, New Orleans, La.; *Industrial Record*, Jacksonville, Fla.; *Southern Merchant*, Atlanta, Ga.; *Cotton*, Atlanta, Ga.; *Cottonseed Oil Magazine*, Atlanta, Ga.; *Southern Engineer*, Atlanta, Ga.; *Lumber Trade Journal*, New Orleans, La.; *Southern Druggist*, Atlanta, Ga.; *Southern Drug Journal*, Atlanta, Ga.; *Southern Cultivator*, Atlanta, Ga.; *Barrel and Box*, Louisville, Ky.; *Southern Milling and Lumber Journal*, Wilmington, N. C.; *Rock Products*, Louisville, Ky.; *The Southern Planter and Sugar Manufacturer*, New Orleans, La.

*Good Housekeeping* pertains exclusively to the making and management of the typical prosperous American home. Everything that goes into such a home may be profitably advertised in *Good Housekeeping*.—The Phelps Publishing Company, Springfield, Mass., August 4, 1905.

THE New York Sun says that Harlem housewives have been receiving sample packages of a corn remedy guaranteed to "do the business in one night." The legend on the envelope in which the stuff comes has caused much mirth. It reads: "Have you corns? Free sample. Look inside."

THE announcement is made that the Omaha, Nebraska, *Commercial* will be shortly changed from a weekly to a daily paper. Commenting on the change the New York *Evening Sun* asserts that E. E. Brown, of Hastings, Nebraska, editor of the *Observer*, has secured an option on the *Commercial* and that a score of other Nebraska newspapers will be brought under one management, the aim of the combination being to discredit William J. Bryan, the Democratic leader, in his own State. The editorial pages of the newspapers in the chain will be controlled from a central office. Paul Morton and Thomas F. Ryan, of the Equitable Life Assurance Company, Edward Cudahy, the packer, J. H. Eckels of Chicago and other prominent Democrats are said to be back of the movement.

ADVERTISERS who make a practice of circularizing New York City will be glad to know that Trow's directory of Manhattan and the Bronx is out. The 1905 issue contains 425,000 names and addresses, an increase of 24,268.

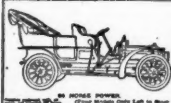
EDWARD RUSSELL WILBUR, secretary and treasurer of the Forest and Stream Publishing Company, died on Sunday at his summer home in Oyster Bay. He was 77 years old, was born in Chatham, N. Y., and came to this city in 1849. After working as a clerk for several years he went South, suffering from consumption, but regained his health and served with the Seventh Regiment in the civil war. Returning to New York he formed a partnership with William H. Hastings, under the firm name of Wilbur & Hastings, which became well-known in the stationery trade. When Charles Hallock established *Forest and Stream* in 1873 he invited Mr. Wilbur to become a stockholder and the latter eventually became one of the principal owners of the paper. In 1880 Mr. Wilbur gave up all other business to devote himself entirely to the publication. He was well known among sportsmen.—*New York Sun*.

## How a Frenchman Selects His Automobile

Some Unpublished News from Paris

### Who is M. Clement?

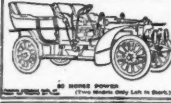
M. Clement is a Frenchman who has just returned from a tour of inspection in the United States. He has seen the latest models of American automobiles and has been much impressed by their power and speed. He has decided to purchase a new automobile and has selected the Clement-Bayard model.



**Clement-Bayard**  
34 H. P. Car, \$5,750  
also available for \$5,900

### The Wise French Wholesaler

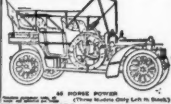
The French wholesaler who sells automobiles in Paris is a man of great experience and wisdom. He knows the latest models and the best prices. He has just received a shipment of Clement-Bayard automobiles and is ready to sell them at a low price.



**Clement-Bayard**  
30 H. P. Car, \$7,350  
also available for \$7,500

### Why Americans Do Not Have to Pay the Premium

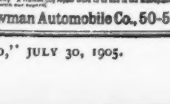
American automobiles are sold at a low price because they do not have to pay the premium. The French automobiles, on the other hand, are sold at a high price because they have to pay the premium.



**Clement-Bayard**  
40 H. P. Car, \$8,750  
also available for \$8,900

### The Power Tax

The French government has a power tax on automobiles. This tax is based on the power of the engine. The more powerful the engine, the higher the tax. This is why French automobiles are so expensive.



**Clement-Bayard**  
48 H. P. Car, \$9,750  
also available for \$9,900

Sole Agency, Skirby E. Bowman Automobile Co., 50-52 West 43d St.

ACCORDING to the Virginia City (Nevada) *Chronicle*, bandits near Reno recently held up a newspaper man and robbed him of 69 cents. The most surprising feature of the case, says the *Chronicle*, is the fact that that amount of money should have been found on his person.

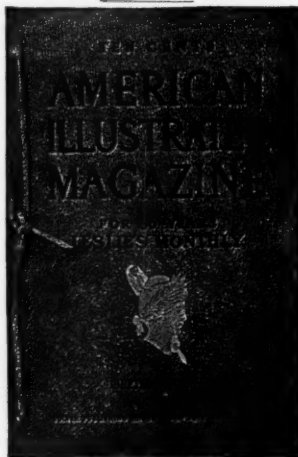
### POLITICAL ADVERTISING IN ENGLAND.

Taking a hint from the Republican party in this country, which used magazine space extensively during the last Presidential campaign to lay its principles before the American public, the publishers of London dailies are urging that newspaper advertising be used thus in England in the political struggle which now seems to be approaching. "No one knows how near the general election may be," says the editor of the *Advertising News*, London, "but whether it comes soon or late the consideration of the value of the press to the opposing parties should be taken into consideration. Do the readers of newspapers really know the rights and wrongs of the parties? I say no, most emphatically no. Each paper reports just so much as it thinks will be of advantage to its party. The people of this country are hoodwinked by the papers they read, and only see distorted views of party politics. It is for the opposing parties to place their views honestly and squarely before the readers of all shades of political opinion, and the only way this can be done is through the advertisement columns of the press, and more especially for the Radicals to use the Tory papers, and the Tories to use the Radical papers. Such procedure would undoubtedly be of assistance to the party that had a good cause to show, and would assuredly be for the country's good. There would be nothing undignified in such a proceeding. There would be nothing personal and no personal aggrandizement, and it would be far preferable to the usual means adopted by local candidates."

Don't worry over the lies your competitor tells. They won't hurt you half as much as they will hurt him.

### EXTRA FARM CIRCULATION FREE.

The *Michigan Farmer*, published at Detroit, and the *Ohio Farmer*, of Cleveland, have extensive plans afoot to solicit subscriptions at every county fair and farmers' picnic in Michigan, Ohio, Northern Indiana and Western New York, this fall, as well as parts of Pennsylvania, West Virginia, Kentucky and Illinois. Extra editions of these two weeklies will be printed to use in this subscription work, each copy being handed out only after a talk about its merits. The State fairs of Ohio, Indiana, New York, West Virginia and Michigan will also be covered. About 225,000 extra copies of the *Ohio Farmer* will be scattered through the weeks from August 5 to October 21, and about 200,000 extra copies of the *Michigan Farmer* in the same period. This extra circulation is offered to advertisers gratis. The New York representative of these journals is Wallace C. Richardson, Temple Court.



SEPTEMBER COVER.

*Good Housekeeping* is not a theoretical publication. It is made for high-class people who want the best there is and as much of it as they can get for their available income. It must "make good" or its readers will not continue. It doesn't want anything that doesn't belong to it, either in the way of circulation or advertising. October issue 210,000 copies. This issue will be the opening of the fall campaign and be made doubly attractive. Last forms close September 1.—*The Phelps Publishing Company, W. A. Whitney, Advertising Manager, Springfield, Mass., July 28, 1905.*

### THE PUBLISHERS' SIDE.

Apropos of the recent decision against the American Publishers' Association, obtained by R. H. Macy & Co., which permits the department store to cut prices on books published by the association, the organization explains its attitude toward the business world generally. "It should be clearly understood," said a member recently, "that the association is not a trust in any sense of the word. It has no capital stock; there is no combination or merger of interests of any kind; its members conduct their several businesses quite independently of each other. One of the most flagrant abuses has been the practice of advertising and selling at cost or even less certain books of which the prices were well known, in order to attract customers and sell them other articles. While

not directly affecting the publishers, who receive wholesale prices for all books sold, the effect in the trade was demoralizing and disastrous. One cut of the kind led to others in self defence or retaliation, until every holiday season saw half the dealers of the country selling certain books at practically no profit, or even at a loss. We do not fix prices as has been erroneously reported. Every publisher fixes his own prices and manages his own business. Yet there was a suit against the association on the ground that it was a combination in restraint of trade. This case was duly carried up to the Court of Appeals of the State of New York, which, in a decision handed down in February, 1904, by Judge Parker, declared that we were entirely within our rights. The recent decision by Judge Ray in the Circuit Court was on the application of two individual publishers who were endeavoring to go a step further to obtain an injunction legally restraining the selling of copyrighted books at cut rates. This the association has never attempted to do. It is the intention of the individual publishers at once to appeal the case, and since it has been repeatedly held that copyrights are upon practically the same basis as patents, and as the right of the owners of patents thus to control prices has been definitely affirmed by the United States Court, it is quite possible that this same court will decide this question in the publishers' favor."

Advertisement constructors, designers, catalogue-makers, dealers and manufacturers in office devices and novelties should be especially interested in the advertisement appearing on page 64 in this issue. Orders and copy for the special issue for September 6 must be received in this office on or before August 30, 1905.

### A SPECIAL LIST OF FARM PAPERS.

What is said to be the largest list of farm papers enjoying special representation in New York is that of Wallace C. Richardson, whose offices are in Temple Court. Perhaps it is the largest in the country. None could be more representative of the agricultural press or, in what Henry James would call the vulgar parlance, more "gilt edged." There are eight of them, as follows:

*Ohio Farmer*, Cleveland, weekly.  
*Michigan Farmer*, Detroit, weekly.  
*Wisconsin Agriculturist*, Racine, weekly.  
*Hoard's Dairyman*, Fort Atkinson, Wis., weekly.  
*Breeders' Gazette*, Chicago, weekly.  
*Wallace's Farmer*, Des Moines, weekly.  
*Farmer*, St. Paul, semi-monthly.  
*Dakota Farmer*, Aberdeen, S. D., semi-monthly.

This list needs no explanation to those familiar with the agricultural publishing field, for the names of the papers reflect their own prestige. But for advertisers who may not have looked into the farm mediums it may be stated that these eight papers cover nine States, which form the very heart of the great American corn belt—Ohio, Indiana, Michigan, Wisconsin, Illinois, Iowa, Minnesota and the Dakotas. How rich the agriculture of this territory is may be realized by a little comparison in South Dakota alone. That State produced in her mines last year \$10,000,000. But her agricultural products in the same period were \$100,000,000, or tenfold. And the ratio holds good throughout the entire belt between farm products and manufactured, except perhaps in Ohio and Illinois.

The most interesting thing about this list, though, is the movement that has recently been set afoot by these seven publishers to interest Eastern advertisers in the farm press. Last May Mr. Richardson laid before them a plan to advertise agricultural advertising, which they adopted. It was a simple plan. Every month two pages are employed in *PRINTERS' INK* to set before advertisers facts about these papers and the agricultural advertising field generally, and resultant interest on

the part of advertisers is to be followed up by correspondence, advice, aid with copy, etc. This plan, indeed, met with such immediate approval from Mr. Richardson's publishers that it has been duplicated by the National Agricultural Press League, of Chicago, an organization made up of farm journal publishers who also advertise monthly in *PRINTERS' INK* the advantages of their special medium without direct mention of any papers whatever.

It is evident that the Eastern advertiser has missed many good points of the agricultural press. In Chicago appreciation of the farmer as a buyer and knowledge of his reading matter are in the air. Western advertisers in the general field include farm mediums as a matter of course, while hundreds of large business houses confine their operations to them alone. The Eastern advertiser, on the other hand, puts all faith in the magazines. He is removed from the soil himself, nine times in ten, and often seems incapable of understanding that there is a large population outside the cities and wholly away from the magazine sphere of influence. Or, if he does understand, the magazines offer him a medium so vast, as well as one that he comprehends so much better than any other except the daily newspaper, that he clings to established lines. An advertiser with \$100,000 to spend in the leading magazines has a stiff job on his hands, anyway.

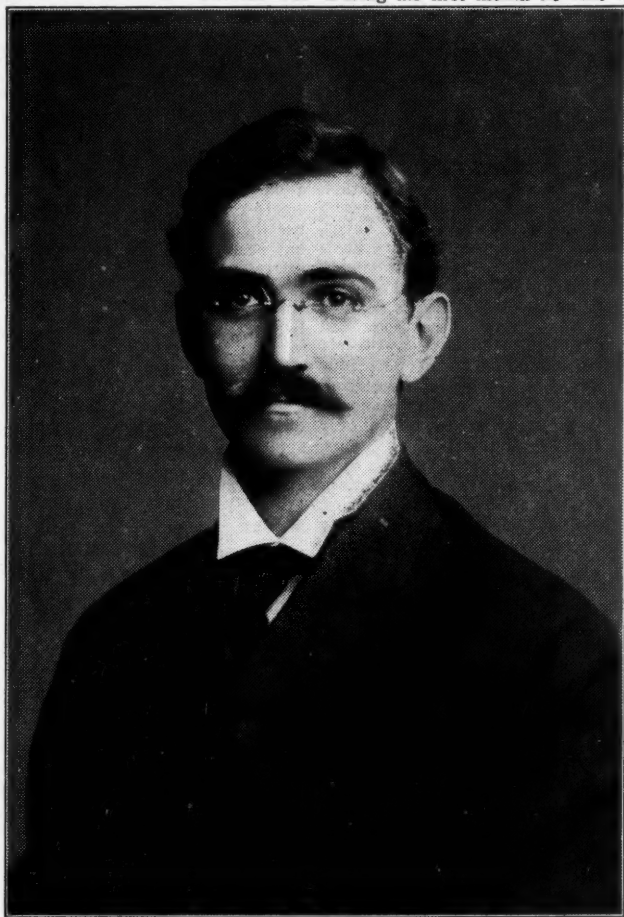
But the farm press opens up to general advertisers a field quite as wide and productive as that of the magazines, and one altogether apart from them. Some Eastern advertisers have found this out, and it is Mr. Richardson's purpose to demonstrate it to others—he has been demonstrating it six years. In 1899, after eight years experience with the Lyman D. Morse general agency, he decided to enter the field as a special agent. Looking about for good papers, he was attracted by the *Ohio Farmer*.

"Pshaw! you can't get that," said a friend; "why the *Ohio*

*Farmer* has been getting all the regular business in the Eastern field for years."

Mr. Richardson wrote to the Lawrence Publishing Co., though, asking permission to lay a proposition before them. Consent was

erences a contract was signed. With the *Ohio Farmer* came the *Michigan Farmer*, which belongs to the same corporation. These he resolved to make the nucleus of an exclusively agricultural list. During his first month he sent to



MR. WALLACE C. RICHARDSON.

obtained. He proposed to become Eastern advertising representative on condition that he would send them an entirely new line of advertising—business they had never had before. After asking for ref-

these two papers over \$1,500 worth of new advertising, among others that of Wing Pianos, which had never used the farm press before. Since then his list has grown to its present propor-



tions, each new paper added being taken on only with the consent of the publishers already represented.

Mr. Richardson sees a great future for farm papers among the general advertisers of the East.

"Magazine advertisers have heretofore looked upon them as supplementary," he says, "whereas they are a separate proposition of as great magnitude as the magazines. I advise no magazine advertiser to devote a fraction of his regular appropriation to farm advertising except in experimental work. The farm press needs a special appropriation, special copy, special follow-up matter, with the farm flavor, special attention. Many Eastern advertisers are awakening to this proposition and going at it in the right way. Several years ago, for instance, we persuaded the Williams shaving soap people to try a 100-line ad in one of our papers. It brought 600 inquiries, with the result that this company is now spending \$10,000 a year in the agricultural press alone. Among other well-known commodities that are entrenched in this field are Waltham watches, Angle lamps, Vose pianos, Ivory soap, Hood's remedies, Scott's Emulsion, Pond's Extract, the Dr. Pierce remedies, Keen Cutter tools, Sweet-Orr & Co. clothing, etc. The Hood Rubber Co., Boston; Pratt Food Co., Philadelphia; White, Von Glahn & Co., New York; Huckins, Temple & Wood and Rice & Hutchins, Boston shoe houses; Marlin Firearms Co., Norwich, Conn.; Hopkins & Allen Firearms Co., Norwich, Conn.; Standard Paint Co., New York; Barrett Mfg. Co., roofs, New York; Lehman Bros. Carriage Heater Co., New York, and other firms as well known have taken up the farm press within the past five years, and have found it profitable.

"Eastern agencies are also giving more attention to this field, studying copy and other conditions. Special representation, as I understand it, must never conflict with the general agency. From this office we work constantly

with advertisers, creating business that is ultimately placed through general agents. For advertisers and agents both we have advice and a copy service, helping with our best knowledge of the conditions in our field. Farm copy must be right both in argument and mechanically—success depends upon it. Follow-up matter and methods used in a general magazine campaign will no more do in the agricultural press than general magazine copy. Methods are not difficult, but just different, and the work of this office is not alone to induce Eastern advertisers to use the farm papers, but to use them right. In six years there has been a tremendous growth of interest and confidence in the farm press, and our present advertising campaign in PRINTERS' INK is calculated to bring this interest to a focus."

An examination of current copies of Mr. Richardson's papers gives interesting data—some of it doubtless new to advertisers who may have formed the notion that agricultural journals carry little else but advertisements of prize Poland Chinas, labor-saving manure spreaders and bull-tight fences. Besides the large representation of general advertisers cited above, the list in question—and this is evidently true of the majority of worthy farm mediums—carries a considerable volume of railroad advertising. Among the roads noted during a single week are the Big Four, Southern Pacific, Northern Pacific, Southern Railway, Mobile & Ohio, Great Northern, Santa Fé, St. Paul, Northwestern, Illinois Central, Frisco System, "Katy," Rock Island, Chicago Great Western, Minneapolis & St. Louis, etc. Some of these lines advertise for settlers in California, Colorado, the Pacific Northwest and the South, while others seek the more luxurious tourist business, quoting excursion rates to the Portland exposition and other points. One ocean steamship agent is represented, advertising European tickets and tours.

A body of advertising quite as



interesting and fully as large is that of municipal bodies, emigration bureaus and chambers of commerce in the West advertising new farming districts. The space taken by this class of advertisers is large for farm journals, and the information given very complete. Among organizations represented in the same week were; Medford Commercial Club, Medford, Ore.; Chamber of Commerce, Tacoma; Board of Trade, Davenport, Wash.; Chamber of Commerce, Spokane; Citizens' Committee, Nampa, Idaho; Snake River Valley Committee, Anthony, Idaho.

Schools and colleges are also in evidence to a surprising degree. General educational or professional courses are offered by the Western Reserve University, Cleveland, Oak Hall Girls' School, St. Paul, Grand River Institute, Austinberg, O., Southern Minnesota Normal College, Austin, Minn., and Highland Park College, Des Moines. Agricultural and veterinary courses are advertised by six institutions, and the Correspondence Agricultural College, Sioux City, Ia., furnishes a mail course in farming and feeding. A dozen commercial and technical schools are also represented, among them being the Jones National School of Auctioneering & Oratory, Davenport, Ia. The last named mentions no famous orators that it has sent out, but points with pride to the fact that it has successful graduates selling by auction in nine States.

Banking by mail is represented by a number of institutions, which pursue methods similar to those familiar in the magazines. One farm architect inserts his card. Furnaces are supplanting the stove on the farm, and there is a good showing of furnace advertising even in the middle of summer. Roofing and building material are staples, as are telephones, while certain of the prominent department stores advertise in a way that resembles the daily paper announcements of large cities. Boggs & Buhl, Allegheny, Pa.,

feature a shelf-emptying sale of dress goods ranging in price from 35 cents to \$1.50 a yard, giving colors. The Joseph Horne Co., Pittsburg, has a clearance sale of sewing machines, baseball shoes, girls' untrimmed hats, women's white linen coats, men's suits, dress woolens and wash goods, while the Eddystone Mfg. Co., Philadelphia, is prominent with regular advertising of trade-marked print goods.

#### NOTES.

A LARGE edition of the folders distributed at St. Louis last summer by the Studebaker Co., South Bend, Ind., has been printed for similar use at Portland. Charles A. Carlisle, chairman of the company's advertising committee, says this has been one of the most impressive pieces of literature ever used to advertise Studebaker vehicles.

"ELECTRIC LIGHT JINGLES," a book of verse from the Edison Electric Illuminating Co., of Brooklyn, contains metrical stanzas of various quills on the electric fan, the incandescent, the arc, the electric sign, etc. Variety is shown in the verse, which is workmanlike and dignified throughout. An excellent bit of auxiliary literature in a steady campaign, one would say.

*Moore's Monthly Message* is a new business periodical published by the John C. Moore Corporation, Rochester, N. Y. It is devoted entirely to loose leaf methods of bookkeeping, articles being illustrated with books and devices of the house. Despite the many journals devoted to bookkeeping and business system, it is said, this is the only periodical given up wholly to loose leaf methods.

A SERIES of trade journal ads, written to interest retailers in Bickmore's Gall Cure, a veterinary remedy, comes from the Bickmore Gall Cure Company, Old Town, Me. A few words of introduction lead into testimonial letters from dealers indicating steady sales for the remedy, while ample space has been taken to show illustrations of the company's trademark, which is peculiarly effective. On the whole, this copy ought to pull.

NUMBER two of "Book News Service," a publication issued at irregular intervals to advertise the book business of The Derry-Collard Co. of 256-257 Broadway, New York, "Makers, sellers and distributors of Books, Maps, Charts, Models and other things of a Technical or Educational Character," is a highly interesting issue. It bears the title, "A little book about a big one for people who send things down to the sea or up the river in ships," and it describes the "big book," "The Shipping World Year Book and Post Directory," in a style that is at once informative and entertaining.

## PROSPECTIVE ADVERTISING FROM CALIFORNIA.

For the last three years a lot of missionary work has been going on in California. Eastern magazine publishers have co-operated with Pacific Coast advertising men to encourage the advertising of certain products that a greater market might be established, and California is on the eve of an advertising boom.

California's producers and products are increasing so rapidly it is becoming a serious question. The market for products has not increased and the prices have gradually decreased until the producer is no longer able to make money at his business.

It is only within the last few years that advertising men have given the subject consideration. At the meeting of the State Horticultural Society in San Jose last December, one afternoon was given entirely to the subject of advertising prunes.

This is the first instance since the organization of the Society, eighteen years ago, that advertising was ever discussed in connection with their products. The Pacific Coast Advertising Men's Association met in San Jose in April, and devoted a full day to discussing ways and means of advertising the prune crop and thereby creating a demand for more prunes—of increasing the consumption.

San Jose is called the prune city because it is entirely surrounded for miles by prune orchards and is practically supported by the industry. Several hundred prune growers attended the advertising convention, and became thoroughly interested in the idea of advertising prunes in cartons under an identified brand. It was shown that the annual crop amounted to about 150,000,000 pounds which under favorable conditions, advertising and proper selling methods, would bring a gross revenue of over \$15,000,000. Dividing the amount among growers, packers, sales department, distributors, advertising and gen-

eral expenses, would leave a net profit of between \$3,000,000 and \$4,000,000 for the people who go into the enterprise. Considering the deliciousness of the real Santa Clara Valley prune put up under clean, pure conditions and properly cooked, and the present fact that only two pounds per capita are now consumed in the United States, it seems reasonable to presume that proper advertising would create a demand for more prunes than are now produced.

Over 90 per cent of the raisins produced in America come from Fresno County—and here too conditions are very unsatisfactory to the grower. There seems to be more raisins than demand, which is about 1½ pounds per capita in this country, while in England it is said to be five pounds. At the present time the packing houses at Fresno are putting up seeded raisins under private brands for any wholesale grocery that can pay for them. One packing company alone put up 785 different brands. Raisins are sold because the dealers are favorable so long as the price is lower than cost of production. There is no demand for an identified brand and the big growers realize that a campaign of advertising is necessary to create a greater demand and increase consumption.

Canned fruit is another product that needs advertising. The canned fruit business is in the hands of the jobber and wholesaler, and they are choking it to death in the continual effort to squeeze out greater profits. There are a number of good concerns—some very large—that have canneries in the fruit districts of California, putting up thousands of cases of delicious, pure, clean fruit. Placed on your breakfast table alongside of a dish of breakfast food there is no comparison. What could be more healthful than California's fine peaches, apricots, pears, cherries, etc? Yet there is not a demand for any brand—the great force of advertising has never been applied. Jobbers and wholesalers order a large number of private

brands of canned goods. They sell a private brand to each customer. Jones the grocer in Erie, Pa., will sell the Pacific brand, while his competitor Brown across the street sells the same goods under the Atlantic brand, and down two blocks White's grocery has the Superior brand, and so it goes. Each grocer argues his brand the best. He owns it and can control the selling price. It doesn't cost much to start a small cannery and each year brings forth a new crop of canners all hungry for business; and when the wholesale buyer makes his yearly rounds, he can always find a canner who wants to sell him his output and price is all he has to offer. Therefore, Mr. Buyer goes to his former canner offers the business at the lower price and if refused gives his orders to the new canner and secures the goods with his same private brand. After turning down a few buyers, the old canner finds that he has contracted for a lot of fruit—has a big force of employees—an enormous investment that is only producing a few weeks in the year and no business in sight, so down come his prices. Canned fruit needs advertising for two reasons: First, to educate the people to eat more fruit and to create a bigger demand. Second, to get the people to demand a brand—one that is owned and controlled by the men or company who have their money at stake and who by all the rights of business should own and get a profit from it. Several of California's best canners have been thinking and talking advertising for some time, and one of these days you will open your magazine and read an appeal to you to eat more fruit—California fruit.

I am told that Spain consumes about 145 bottles of wine per capita annually. France 125 bottles, America two bottles. Over 90 per cent of the wine produced in California is sold in bulk to be re-sold and bottled under all sorts of brands at all sorts of prices. Our largest producers are complaining about the wine in-

dustry. Most of them deplore the present methods of selling—wide-awake ones know how necessary is advertising—actually want to advertise, but they are afraid of taking the chance of sacrificing their bulk business, for they must advertise case and labeled goods and then they are selling in competition with their customers who buy in bulk. They are afraid to go into competition without a selling organization nor a single retail customer. Yet here is an industry that is absolutely in need of advertising for the public must be educated to drink California wines, just as they have been educated by advertising to consume almost a barrel of beer per capita per annum.

Canned salmon, olive oil and olives, dried fruits, beet sugar, asparagus and oranges are some of the others that offer splendid opportunities for large advertising accounts from California.

The Curtis Publishing Co. has been most progressive in assisting in the development of these accounts. Two years ago E. W. Spaulding spent several weeks in California looking over this field. He arrived in Los Angeles just in the nick of time to save a discouraged advertiser from oblivion. Mr. Spaulding encouraged the advertiser to continue his weary way with greater effort and more confidence until he finally pulled his business up the hill to an easy road. E. W. Hazen, Western manager of the Curtis Publishing Company, spent six weeks in California last Fall creating interest and showing the managers of California's industries what might be accomplished by national advertising. Cyrus Curtis has been running a splendid series of advertisements in California newspapers with the idea of continuing the interest in national advertising.

Chas. Stoddart, Winslow Malory and Wm. Henry Mann, of *Munsey's*, have made several trips to California and have worked hard for the cause. Representatives of *Review of Reviews*, *Collier's*, *McClure's* and numerous

other magazines have also visited the Coast and have done something to stir up interest. Several advertising agencies have been watching the development and in two or three instances have sent representatives here to secure accounts. Frank Seaman has been the most successful, owing to the friendship which exists between himself and the officials of the Southern Pacific Railroad. Cressy Morrison, of the N. W. Ayer agency, has been on the Coast for some months working on accounts.

Much credit is due the San Francisco Ad Club, and the Pacific Coast Advertising News Association for their development work. Both of these bodies are working continually and have been the means of creating a lot of interest in national advertising.

EDGAR M. SWASEY.

### THE SOLICITOR WHO CAN WRITE COPY.

One of the best aids in soliciting advertising, especially for a daily newspaper solicitor, is a file full of clipped ads, put away under such heads as "Clothing," "Furniture," "Groceries," etc. These furnish ideas and inspiration for copy for the solicitor's own prospects if well chosen. Every live solicitor ought to take a half-dozen daily papers, such as the *New York World* or *Times*, the *Philadelphia Bulletin*, the *Chicago News* and *Washington Post*, simply to have a constant knowledge of what is being done in retail lines in other cities. And the Ready-Made Ads in **PRINTERS' INK** should be indexed for future reference with little slips in each compartment of the file.

Of all the arguments used by a solicitor in getting new business there is none which will stand him in stead so often or so well as the ability to write copy. General Taylor, publisher of the *Boston Globe*, says that in the early history of that paper he regularly made a practice of submitting specimens of copy, not only to local advertisers, but to national

advertisers of large operations. He remembers particularly that whenever he wanted a new contract from Allcock's Porous Plasters he would mail to the office in Sing Sing, N. Y., (now Ossining) a half-dozen ads all set up and ready to print. In every case the contract, with a check, would be forthcoming, and similar methods with other national advertisers brought business to the *Globe* from a distance often more quickly and surely than a personal call would have done.

Times haven't changed so much since then even with the big national advertisers. Every large advertising house is continually on the lookout for ideas in copy, and when acceptable ones come from an outsider the result may be not only an order for space, but often payment for the idea itself to be used in national copy. But it is with the small advertiser and the prospect that this copy-writing ability proves most effective. Even if a merchant has time to prepare copy, as he seldom does, he is likely to be too close to his own business to write effectively. A solicitor with the knack of selecting interesting store news and embodying it in terse advertising can often interest a merchant in his own business if he is not an advertiser, or if he is, give the store's publicity fresh ginger and life. An old solicitor who has made good use of this method says that when he has submitted a piece of copy to an advertiser and the latter takes enough interest in it to begin altering and changing the contract is practically secured.

The use of clippings from newspapers in various parts of the country is helpful chiefly because it shows what is being done in every retail line. To employ such suggestions doesn't mean copying the ads so much as adapting store and sale schemes. The great department stores of New York, Chicago, Philadelphia and other cities have advertising men on high salaries, as well as expert buyers and merchandising men, all ceaselessly working out attrac-

tive ways of setting merchandise before the public. There is no copyright on these ideas, and as each is cast aside after use it is fair enough for the advertiser or solicitor elsewhere to adapt it. Store and sale schemes, as a rule, offer something tangible for adaptation, whereas the attempt to copy an advertising style like that of Wanamaker's stores is not so happy in its results. Store and sale schemes, too, often suggest ways in which articles not advertised in one's own city may be exploited. Suggestions of this kind come oftener from the advertising of smaller stores. A campaign of pie advertising in Pittsburg may help a solicitor somewhere else to lead a local baker into advertising; what a furniture man in New York does in the daily papers may be just the thing that a furniture store in a town of 20,000 ought to do, and will do when the proprietor is shown how. The ability to adapt and write copy makes the solicitor interesting to the merchant, where his mere generalities about the value of advertising might have light weight.

#### NEW YORK STORE SIGNS.

The average merchant uses his business sign simply as a guide to his location for the people with whom he has business relations. The vast majority of them have never thought of using a sign for any other but that one purpose. Yet, a business sign that is gotten up in an original and artistic way can be made to serve as a valuable advertising medium, without in any way interfering with its use as a guide. Many business men along Broadway and in the adjacent streets have, within the past few years, found this out, and are displaying some novel and interesting signs.

In the course of a year hundreds of thousands of people pass by a business man's place and he could impress his name and business on the vast majority of them with a novel and artistic sign.

The use of original business signs is not confined to any one kind of business. Among those who are using them there are manufacturers of clothing, neckwear, cloaks, ladies' hats, pajamas, razors, and dealers in many other kinds of merchandise. The possibilities for designing these kind of signs are almost unlimited. Those in use show a wide variety of designs, some of them real artistic.

A novel sign is displayed by

Jacob Binger, a dealer in novelties, at 710 Broadway. It is a swinging one and consists of the single letter B carved in wood. It measures about one yard in length, a half yard in width and is painted yellow. On each side is printed in blue letters the word "Binger."

Another unique sign is displayed by the Star Neckwear Co., at No. 25 West Houston street. The background is black. In the centre is a large blue star, and underneath in white letters is the one word "Neckwear."

The Knickerbocker Shirtwaist Co., at 815 Broadway, has a sign that catches many eyes. The word Knickerbocker is on the first row in yellow letters. The word Shirtwaist is on the row underneath in red letters. The sign makes a noticeable and pleasing impression.

But the most interesting sign made in a combination of colors is displayed by the Empire State Clothing Co., at 585 Broadway. The letters alternate in yellow, red and blue and in the center of the sign is a large picture of the Empire State Express train.

The sign of the Salisbury Tag Co., at 690 Broadway, although small in size, attracts more attention than do hundreds of other larger signs. The sign is in the form of a tag, white in color, and has in the center the firm's name in black letters. A somewhat patriotic but dignified sign is displayed by The Eagle Pencil Co., at 377 Broadway. It shows an American eagle with outstretched wings, carved in wood and gilded yellow. On each side of the bird is an American flag, also carved in wood.

A distinctly "different" sign is displayed by the Featherbone Co., at 44 East Twenty-third street. In place of the top stroke on the letter F there is a long, sweeping, yellow feather curved in the shape of an F stroke and carved in wood.

A sign in the form of a portrait, but made in good taste, is shown by Herman August, an umbrella manufacturer at 422 Broadway. The sign is quite large and depicts a heavy rain-storm. Five young women are seen huddled together under one umbrella, all wearing an expression upon their faces that shows plainly how pleased they are to be out of the rain.

Another striking picture sign is shown by the Pickwick Clothing Co., at 747 Broadway. Four men are depicted on the sign, each of a different size in build, one tall, another short, the next stout and the last slim. The pictures are quite large and take up nearly the entire sign. Underneath are the words: "We Fit the Hard to Fit."

Six yellow flags flung to the breeze is the only sign displayed by the Oliver Typewriter Co., at 342 Broadway. Each flag is placed at a different window and covers nearly the entire front of the building. On each flag is printed in large red letters the one word "Oliver." This unique sign gets more than passing attention.

## Bumper Crops and Business.

The part played by the big farming States in shaping the prosperity of general business is appreciated to the utmost by the great banking and transportation interests of the country, but the average citizen has little idea of the extent to which the farmers of the corn belt and contiguous territory contribute to the general swing of the commercial pendulum.

As the soil of Agricultural America responds to the husbandman's labor so does the tide of bank clearings rise or fall. When the farmers of the great Middle West crowd the rail and waterways with the products of a generous harvest, the wholesaler of merchandise and the country retailer know to a certainty that a great broad market for everything utilized in the homes, stables, fields and feed-lots of the richest farmers in the world is assured.

Up to the present writing there is every promise of a magnificent yield of grain and a heavy subsequent marketing of live stock for 1905. The outlook for fall and winter business among those who have goods to sell to the prosperous agricultural population of the great farming and stock-raising States is as rosy as the most optimistic could wish. And it is marvelous how the needs of the well-to-do dwellers in the country have in recent years expanded. A series of bountiful crops sold at paying prices, the extension of good roads, the spread of the telephone service, the rural free delivery of mail, the ever-spreading network of inter-village trolley lines, all contribute to put the up-to-date farmer's household upon a footing where the family and farm necessities combined are vastly in excess of those of their town and city kinfolk.

The up-to-date farm home is the freest buyer of general merchandise in our midst at the present time, and the farmer and stockman in this year of renewed prosperity, A. D. 1905, "has the price."

Surely no country under the sun was ever so blessed in a material sense as is the United States, through the sustained and ever-growing buying power of those who own the soil of the banner farming States. Their income never fails. They are always in the market. They are not dependent, as are most other folks, upon somebody else's pay roll. They dig up their unfailing store of money at the roots of their blue grass and corn and wheat, and its quickening influence is felt in every avenue of commerce in every part of our country.

Agriculture is America's greatest specialty. Her farmers are becoming bankers and loaners of money. They are to-day the vital motive power of the American business world. In everything, therefore, that pertains to their well-being every business man has a keen personal interest. Watch the deposits of the Western banks this fall and winter, after the contents of the season's "horn of plenty" has been converted into cash.

## **WE WANT TO HEAR FROM THE MAN- UFACTURER WHO UNDERSTANDS THAT THE PURPOSE OF A CATALOG OR BOOKLET IS TO SELL GOODS**

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The average catalog is full of pictures of goods and dull, dry descriptions of them. If there is anything else in the book it is the short announcement: "Thanking the trade for past favors and hoping for a continuance of their orders," which is so old and threadbare that it is thoroughly sickening.

Our idea of a catalog or booklet is a bright, crisp, snappy affair, possessing the element of human interest and explaining and emphasizing the reason why the man who issues it is entitled to be in business and to get business.

We make booklets that tell things—that are interesting and convincing—that make an impressive bid for orders whenever they are picked up. In other words, they do something more than give information—they sell goods. We would like to figure on all or any part of your catalog or booklet work.

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### **THE GEORGE ETHRIDGE COMPANY,**

Thirty-three Union Square, New York.



# THESE ADVERTISERS SHOULD SEE AN ENGRAVER.

In a recent issue of one mail-order paper, published in the Middle States, there were 297 ads. Out of this number 88 advertisers used cuts. Five of the advertisers showed, presumably, a picture of themselves in their ads, fifty-eight showed cuts of the articles advertised, eighteen show cuts which were used merely to attract attention or to depict the effects of the use or non-use of the articles advertised, while a picture of a lady's head appeared in eight of the advertisements.

Out of the whole 297 ads, only 25 used borders and these were mostly larger advertisers.

A large proportion of the ads in this paper which do not have cuts, could profitably employ one, as they advertise goods that could be shown in a drawing. At any rate, by taking an additional line or two, an attractive border could be run around the ad, making it more catchy and therefore more profitable. The fact that the most successful advertisers in this paper, the ones who are making money, use cuts and borders, along with attractive type display ought to set the other advertisers to thinking.—*Bulletin of Information, St. Louis.*

## "HUMAN LIFE."

A neat little booklet put out by *Human Life* of Boston contains portraits and brief biographies of the men who are behind the magazine. Alfred Henry Lewis, novelist and contributor to most of the leading magazines is editor and director of *Human Life*. Mr. Lewis was at one time Washington correspondent of the *Chicago Times* and more recently manager of the Washington office of the *New York Journal*. Mr. Avery L. Rand is president of the *Human Life Publishing Co.*, and assistant editor. He comes of a family of printers and has been in the business himself for more than thirty years. The printing house of George C. Rand & Avery, at one time the largest in New England, was established by Mr. Rand's father. One of his uncles was of the firm of Rand, McNally & Co., and another uncle was publisher of *Zion's Herald*. Mr. William F. Smith, treasurer and business manager, is head of the W. F. Smith Company, manufacturers of medicines. Mr. Albert A. Tanyane, vice-president and advertising manager, was until lately advertising manager of the *New Haven Palladium*, and has at various times been connected with the advertising departments of the *Worcester Post*, *Attleboro Sun*, *Waltham News* and *Boston Herald*. Mr. Frederic G. Perine, secretary and assistant editor, has had an all-around newspaper and advertising experience as city editor of the *Hartford Times*, editor and manager of the *Hartford Sunday Globe*, telegraph editor and news editor of the *New Haven Register*, advertising manager for William Filene & Sons, of Boston, and advertisement writer for *Pettingill & Co.*

## Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.00 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a special position is asked for an advertisement, and granted, double price will be demanded.

### WANTS.

THE sworn average daily circulation of the *Hornellsville, N. Y., MORNING TIMES* for the past 10 months is 4,369 copies.

WANTED—To buy Trade Directories, new or second-hand. Give date and publisher. AGOGA PUBLISHING CO., 415 Lucas Ave., St. Louis.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSPAPER MEN'S EXCHANGE, 368 Main St., Springfield, Mass.

ADVERTISING MANAGERS' ASSISTANT A wants position anywhere; can write and display an ad that will satisfy any manager. Salary moderate. "A. H." Printers' Ink.

### NEW YORK REPRESENTATIVE.

News or advertising. Can furnish financial news, with quotations. STRINGFIELD, 4 West 101st Street, N. Y.

FOR SALE—Six Monoline Typesetting Machines, will be sold low. Newspapers and printers write THE EVENING TIMES, St. John, N. B., for rock bottom prices for one or all.

CONCERNING TYPE—A Cyclopaedia of Every-day Information for the Non-Printer Advertising Man; get "typewisel"; 64 pp., 50c. postpaid; ag'ts wanted. A. S. CARNELL, 150 Nassau St., N. Y.

POSITION wanted as ad manager or writer for retailer by advertising man. Two years' experience in town of 5,000. References. State salary. Address "AD MANAGER," care Printers' Ink.

EXPERIENCED advertising man, original, forceful writer, accustomed to editorial work, would edit small trade or class publication for recreation in leisure time. Address "B. C. X.," care Printers' Ink.

WANTED—Publishers to write D. A. McKenzie & Co., News, Elgin, Ill. for the most successful newspaper premium and simple plan of operation; gains new subs., holds old ones, and the subscriber pays the cost.

ADVERTISING MAN—now employed, wants position as advertising manager, clothing preferred. Exceptional Card Writer. Would consider position involving window trimming. Address W. FENNER, P. O. Box 3 Montgomery, Alabama.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

ADVERTISING MAN of broad business experience, combining productive ability with executive capacity, seeks engagement as head copy department or as advertising manager for manufacturing concern. Have successfully handled accounts of many of the most prominent national advertisers. Address for particulars, "EXECUTANT," care Printers' Ink.

YOUNG MEN AND WOMEN of ability who seek positions as writers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

**MAN** of 30, with several years' experience in advertising, including both agency and department store work; now advertising manager of leading department store in city of 300,000, would like to make new connection this fall. Well educated, graduate of Eastern University. Has achieved success as a writer of forceful advertising in many lines. Address "V. M. N.," care Printers' Ink.

### Interest in Publication Wanted

I am an experienced writer, advertising man and practical printer. Capable of taking charge or can manage department. Now earning good salary. Want a working interest in publication needing my services. Can furnish unquestioned evidence of ability, character and past success. Moderate investment if desirable. **FULLER**, Printers' Ink.

### Advertising Manager

now holding position with magazine of national character, desires new field. Sufficient reasons. Broad experience in agency and other lines of advertising work. Unquestioned record. Capable of developing new business and interesting largest users of space. Opening must justify high-class service, with adequate compensation. **FRANK**, Printers' Ink.

### OPPORTUNITIES FOR ADVANCEMENT—

Without danger to your present connections we assure you of consideration for every position you are competent to fill, no matter where located. Our booklets tell how we can bring your ability to the attention of hundreds of employers who need high grade men for Executive, Clerical Technical and Salesman positions paying from \$1,000 to \$5,000 a year. Offices in 12 cities. **HAI'GOODS (Inc.) BRAIN BROKERS**, Suite 512, 369 Broadway, New York.

**WANTED**—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

**GEORGE H. POWELL**, Advertising and Business Expert, 1467 Temple Court, New York.

**SMALL** Chicago advertising agency, established three years, wants a young man for detail work, not necessarily an experienced space buyer, but one who is accurate and rapid at figures; experience in agency business desirable, though not essential. Chance for some soliciting work at once, and more later. This is an exceptional opportunity for a bright young man satisfied with a moderate salary until ability is proven. Address, in confidence, stating age, experience and salaries now obtained; full details essential. **GUNDLACH ADVERTISING AGENCY**, 115 Dearborn St., Chicago, Ill.

## DO YOU WANT ME?

I have had 16 years' experience in retail clothing business, in town of 20,000; had charge of advertising for the same 12 years, with excellent results; at present conducting advertising agency and editor of a national trade journal. I want a position as advertising manager or assistant with large department store, clothing house or advertising agency catering to retailers. Larger field of labor—reason for change. Can submit samples of work. Best reference. Address "BUSINESS," care Printers' Ink.

### POSTAGE STAMPS.

**U. S.** or Canadian; ship c.o.d. **R. E. ORSER**, broker, R. 6, 94 Dearborn St., Chicago, Ill.

### COIN CARDS.

**\$3 PER 1,000**. Less for more any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

**1,000** for \$3. 10,000, \$30. Any printing. **Acme Coin Mailer Co.**, Ft. Madison, Ia.

### MAILING MACHINES.

**THE DICK MATCHLESS MAILER**, lightest and quickest. Price \$12. **F. J. VALENTINE**, Mfr., 173 Vermont St., Buffalo, N. Y.

### FOR SALE.

**WILL BUY** into small daily or county weekly in far Western growing town. **ISHAM**, Milwaukee Press Club.

**\$5,000** cash will buy circulation department of California daily. Net profits \$300 per month. Hustler can greatly increase profits. Address "WESTERN OPPORTUNITY," care Printers' Ink.

### MAIL ORDER.

**SICK!** DOES YOUR mail-order business need a doctor? I can plan out and build up any legitimate mail-order business and put it on a paying basis. You'd pay a good doctor a good fee wouldn't you? My services are the "get well" kind. **H. D. MATTHEWS**, Oak Park, Chicago, Ill.

**MAIL-ORDER ADVERTISERS**—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in a position to place advertising matter in the hands of any desired class. OUR DISTRIBUTORS' DIRECTORY will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited, **NATIONAL ADVERTISING CO.**, 700 Oakland Bank Building, Chicago.

### ADVERTISING AGENCIES.

**D. A. O'GORMAN AGENCY**, 1 Madison Ave., N. Y. Medical journal advtg. exclusively.

**GOLDEN GATE ADVERTISING CO.**, 3400-3403 Sixteenth St., San Francisco, Cal.

**DORMUS & CO.**, Advertising Agents, 44 Broad St., N. Y. Private wires, Boston, Phila. etc.

**THE H. I. IRELAND ADVERTISING AGENCY** Handles but one business of a kind. 923 Chestnut Street, Philadelphia.

**CURTIS-NEWHALL CO.** Established 1895. Los Angeles, California, U. S. A. Newspaper, magazine, trade paper advertising.

**ALBERT FRANK & CO.**, 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

**BARNHART AND SWASEY**, San Francisco—Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

**INCREASED** appropriations for Canada are the rule with American Advertisers. We can achieve results through intelligent selection of best mediums which no agency outside of Canada can do. Write us. **THE DESBARATS ADVERTISING AGENCY, Ltd.**, Montreal.

### SPECIALIZED PUBLICATIONS.

**HARDWARE DEALERS' MAGAZINE**. Circulation 17,500 (66). 253 Broadway, New York.

### ADVERTISING MEDIA.

**ADVERTISERS' GUIDE**, Newmarket, N. J. A postal card request will bring sample copy.

**HARDWARE DEALERS' MAGAZINE**. Circulation 17,500 (66). 253 Broadway, New York.

**THE EVANGEL**.

Scranton, Pa. Thirteenth year; 2c. a copy line.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive one paper for one year.

**WHAT** the *Ladies' Home Journal* is to the nation the *RECORD* is to Troy and Central Miami County, Ohio. Only daily. Carries same high-grade advertising. None questionable of any sort accepted. Send for sample copy.

**CRABTREE'S CHATTANOOGA PRESS**, Chattanooga, Tenn. 92,152 circulation guaranteed, proven; 350,000 readers. Best medium South for mail-order and general advertising. Rate, 15 cents a line for keyed ads. No proof, no pay.

## PRINTERS.

**PRINTERS.** Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

**W**E print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. **THE BLAIR Ptg. CO.,** 514 Main St., Cincinnati, O.

## STOCK CUTS.

**STOCK CUT CATALOGUE**—Containing thirteen S pages of small cuts at 15 and 25 cents each will be mailed to any of our customers or customers' customers on request. Good live cuts of one to four square inches in size, suitable for every kind of newspaper advertising. Six pages of department store cuts. Eight pages of silhouettes suitable for the small space consumer or useful for blotters, circulars, booklets and other purposes. These eight pages of black and whites are worth fifty cents each. **THE STANDARD ENGRAVING COMPANY,** 61 Ann St., New York. No branches anywhere.

## PAPER.

**B**ASSETT & SUTPHIN, 45 Beekman St., New York City. Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

## ADVERTISING.

**JOHN CUTLER, WRITER OF ADVERTISING.** Box 2312, Boston, Mass.

## PREMIUMS.

**R**ELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale centers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 35d issue now ready; free. **B. F. MYERS CO.,** 47w. and 49 Maiden Lane, N. Y.

## ADDRESSING MACHINES.

**A**DDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. **WALLACE & CO.,** 29 Murray St., New York. 1310 Pontiac Bldg., 336 Dearborn St., Chicago, Ill.

**THE STANDARD AUTO ADDRESSER** is a high speed addressing machine, run by motor or foot power. System embodies card index idea. Prints visibly; perforated card used errors impossible; operation simple. Correspondence solicited.

**B. F. JOLINE & CO.,** 123 Liberty St., New York.

## BOOKS.

**PATENTS THAT PROTECT**—72-p. book mailed free. **R. S. & A. B. LACEY,** Patent and Trade-Mark Experts, Washington, D. C. Established 1869.

**JUST ISSUED**—Lisbon and Titon, N. H., village directories, a la city; 62½¢, paper covers; "Multum in parvo;" 25 cents each, mailed. **BOOK DEPT., COURIER PRESS,** Lisbon, N. H.

## ELECTROTYPERS.

**W**E make the electrotypes for **PRINTERS' INK.** We do the electrotyping for some of the largest advertisers in the country. Write us for prices. **WESTER, CRAWFORD & CALDER,** 45 Rose St., New York.

## DESIGNERS AND ILLUSTRATORS.

**D**ESIGNING, illustrating, engrossing, illuminating, engraving, lithographing, etc. printing. **THE KINSLEY STUDIO,** 345 E'way, N. Y.

## POST CARDS.

**HALF TONES** made from photographs of hotels, local views, business buildings, etc., suitable for printing on post cards. Also print post cards. Prices and samples furnished. **STANDARD,** 61 Ann St., N. Y.

## DISTRIBUTING.

**D**ISTRIBUTING in the Southern States produces results that are entirely satisfactory to advertisers who place their contracts with the **Bernard Agency.** Write **CHAS. BERNARD,** Savannah, Ga.

## HALF-TONES.

**NEWSPAPER HALF-TONES.** 2x3, 75c.; 3x4, \$1; 4x5, \$1.50. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.,** Knoxville, Tenn.

**HALF-TONE** or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. **P. O. Box 815, Philadelphia, Pa.**

## CLASS PUBLICATIONS.

**HARDWARE DEALERS' MAGAZINE.** Circulation 17,500 (©©). 253 Broadway, New York.

## CARD INDEX SUPPLIES.

**T**HAT'S all we make. Our prices are right. Sample sets and prices upon request. **STANDARD INDEX CARD COMPANY,** Rittenhouse Bldg., Phila.

## SUPPLIES.

**NOTE HEADINGS** of Bond Paper, 5½x8½ inches, with envelopes (laid p.) 100 for 65c.; 250 for \$1.10; 500 for \$1.50; 1,000 for \$2.50; 2,000 for \$4.50; 5,000 for \$11.00. Send for samples. **MERIT PRESS,** Bethlehem, Pa.

**W. D. WILSON PRINTING INK CO., Limited,** of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

## PERIODICAL PUBLICITY.

**HARDWARE DEALERS' MAGAZINE.** Circulation 17,500 (©©). 253 Broadway, New York.

## ADVERTISEMENT CONSTRUCTORS.

**OUR STAFF** of expert writers and designers will make your advertisement or your booklet a paying investment. Phone, 2750 Gramercy. **R. C. GAMBEE,** Flatiron Building, New York.

## PERHAPS

**P**a recent circular of mine, treating of the possibilities of the "Follow Up Letter," might interest you! If so I will gladly mail you a copy of it—free, of course.

No. 47. **FRANCIS I. MAULE,** 402 Sansom St., Phila.

**Ads that advertise**  
**ERNEST C WHITE**  
**LIBERTY NY**  
Real, non-antagonistic ARGUMENT.

## BUSINESS LETTERS.

**B**I write "follow-up" letters that are not a bit like some that only "rile" me. Why should a man who has not promptly responded to your first offer at interesting him be antagonized with a "Why-in-the-blankety-blank" don't you send me your order—letter! Your only hope of securing the further consideration of an indifferent correspondent lies in a tactful, self-respecting presentation of logical reasons for your claim that it would pay him to "look you up." From data that any client can furnish I am usually able to give him a satisfactory document. I also write general business letters. No. 46. **FRANCIS I. MAULE,** 402 Sansom St., Phila.

## TRADE JOURNALS.

**HARDWARE DEALERS' MAGAZINE.** Circulation 17,500 (©©). 253 Broadway, New York.

**"REAL ESTATE"** Amsterdam, N. Y., circulation 3,000, for real estate dealers and owners; \$1 a year; names of buyers each month.

IMITATION TYPEWRITTEN LETTERS.

IMITATION Typewritten Letters, "Small Quantities at Small Prices," 100, 50c.; 300, 95c. 300, \$1.25; 500, \$1.95, prepaid. Write for booklet and specimens. HOPKINS CO., 1 E. 43d St., N. Y.

ADVERTISING NOVELTIES.

**A** GENTS wanted to sell ad novelties, 5% com. 3 samples, 10c. J. C. KENYON, Owego, N. Y.

**C**RYSTAL Paper Weights with your advertisement, \$15 per 100. Catalog adv. novelties free. ST. LOUIS BUTTON CO., St. Louis, Mo.

**NOVELTY** Salesmen—Add our line to yours. twenty per cent and a money maker. Samples for the asking. UNIVERSAL NOVELTY CO., 224 Elm St., Toledo, Ohio.

**W**RITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

**Color Barometers.** The latest novelty. Can be mailed in 6% envelope, penny postage. \$25 per 1,000, including imprint. Send 10c. for sample. FINK & SON, 5th. above Chestnut, Philadelphia.

**BUSINESS\$  
\$UCCESS\$**

DIRECT MAIL-  
D R U M M I N G  
C R E A T E S N E W  
B U S I N E S S. L E T  
U S S H O W Y O U  
H O W.

WARD & DELAY, 40 Dearborn St., Chicago.  
Originators of illustrated letters.

TO LET.

**TO LET.**—The offices, No. 10 Spruce Street, for nearly thirty years occupied by Geo. F. Rowell & Co., Advertising Agents, consisting of the store floor, 5x38, and basement and sub-cellar of same dimensions; also janitor's apartments. Possession given Sept. 18th. Apply to FULAND & WHITING CO., Real Estate Agents, No. 5 Beekman Street, New York.

TIN BOXES.

**I**F you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, Haylers, Vaseline, Sanitol, Dr. Charles' Flesh Food, New Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. AMERICAN STOPPER COMPANY, 11 Verona Street, Brooklyn, N. Y. The largest maker of TIN BOXES outside the Trust.

SPECIAL NOTICE.

DISSOLUTION OF COPARTNERSHIP.

The copartnership heretofore existing between George P. Rowell, Wm. F. Hamblin and Frank W. Tully, doing business as advertising agents under the firm name of George P. Rowell & Co., at No. 10 Spruce St., New York City, is hereby dissolved by the retirement of Mr. Rowell. The business will be continued by the said Hamblin & Tully, under the firm name of Geo. P. Rowell & Co., as heretofore. All obligations will be assumed by the new firm and all collections will be made by them.

W. F. HAMBLIN.  
F. W. TULLY.  
GEO. F. ROWELL.

New York, August 1, 1905.

PUBLISHING BUSINESS OPPORTUNITIES.

**\$20,000** invested in an established Special Household Monthly Will net \$3,700 annually as now run. Enterprising management should Double net earnings the first year. It has good circulation And representative advertising patronage.

EMERSON P. HARRIS,  
Broker in Publishing Property,  
223 Broadway, New York.

# A Mid-Summer Greeting

Office of THE KEYSTONE PRINTERY,  
MOUNT PLEASANT, Pa., August 2, 1905.

Printers Ink Jonson, New York, N. Y.:

DEAR SIR—Enclosed find draft for \$15.75, for which please ship immediately by R. & O. freight, the order herewith.

We desire to say that your inks thus far have given entire satisfaction and are equal to, if not better than, some inks we have been paying more for.

Very truly yours,

E. E. ZUCK.

For the past twelve years my series of ads have been an argument for a comparison of prices, and I have never intentionally maligned my competitors or their goods, although some of them have left no stone unturned to drive me out of the business. My claim is and always has been that I sell the best inks money can buy, and when the purchaser feels that he is dissatisfied with his bargain, the cash will be refunded along with the cost of transporting the goods. Send for my price list. My specimen book will be ready in a few weeks. Address

PRINTERS INK JONSON,  
17 Spruce Street,  
New York.

## COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,  
A CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

"One thing at a time" is an excellent rule in everything, and particularly in advertising. If you never expect to advertise your business but once, by all means tell the whole story, even if you have to buy ten or a dozen pages in which to do it, but if, on the contrary, you expect to advertise continuously, you will achieve far better results if you take up one point at a time, picture it and describe it and endeavor to make it

fishing scene, about a quarter of an inch wide; on another side is a camping scene; below are figures of a golf girl and a tennis man, and at the extreme bottom a waterscape with four or five yachts on it. This is all—with the exception of the lettering on the design, which might just as well have been left off and made room for the advertiser to run in a few more pastoral and maritime illustrations. Now this sort of



No. 1

perfectly clear to all who may read. A certain form of railroad advertising is particularly objectionable on account of its divergence from the good rule quoted above. Here is a little quarter-page ad of the Big Four road, for example. In the original the entire contents of this advertisement could be made out with difficulty. In the upper center there is a maiden who is engaged in sousing her fairy form in what seems to be a sea of turbulent whipped cream. On one side there is a



No. 2

thing is something, but it has not yet been named. It certainly does not come under the name of advertising. A quarter page in a magazine on the subject of summer resorts might far better be illustrated by such a picture as the one marked No. 2.

\* \* \*

Here are the illustration and headlines of a full-page magazine advertisement over the signature of Health Specialist Sproule, of Boston. Mr. Sproule does well to illustrate his advertisement, but

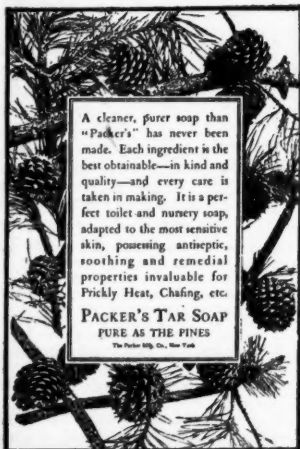
he does not illustrate his advertisement well. The woman in the picture may be sick, but she has a queer way of showing it. If the case is as bad as the picture there was no use in sending her the book, as she is too far gone. If



this picture means anything it means that the book is so big and bulky that the only way to inspect it is to put it on the floor and crawl up to it. Such pictures as these defeat the real purpose of illustrations in advertising.

\* \* \*

Reproduction in so small a space naturally does an injustice to this Packer's Soap advertisement, but nevertheless attention should be directed to it as an example of clean, appropriate and sensible advertising. Several advertisements have recently appeared for this article, using sprays and twigs of pine as the illustrative feature. The adver-



tisements look cool and refreshing and impress the reader with the absolute purity of Packer's Tar Soap. This style of advertising

is a splendid object lesson in simplicity and appropriateness.

\* \* \*

All friends of good advertising ought to get together and attempt to put a stop to the superimposed style of advertising which seems to be enjoying quite a run at present and which has previously received attention in this department. Here is another example of this class of work, and this time it comes



from the Harrington & Richardson Arms Company—generally a very sensible advertiser. Originally the picture was good and no doubt the few words of lettering express what the advertiser wishes to express. Separately they might be all right, but tangled up in this manner they are certainly all wrong. The text hurts the picture and the picture ruins the text.

#### ENGLISH TAILORS WHOSE WINDOWS ARE A SUBTLE JEST.

American visitors to London, especially those who come here for business as well as pleasure, should bear in mind that very little can be learned from shop windows. Shops directly opposite one another often show diametrically different indications. I noticed in Bond street only the other day a couple of windows full of suitings. One was almost entirely in the mode; the other was as completely out of it. Yet the shop with the wrong samples in the window was in reality much the better class and more fashionable establishment. The fact is that really fashionable tailors do not put their best goods in the window; they prefer to keep their own counsel, and not let everyone have the opportunity to score off them. Poole's and Jones, Chalk & Dawson's have no windows at all. In Beale & Inman's window there were evening dress shirts with two studholes in the bosom and sharp-pointed wing collars of an entirely obsolete pattern attached. Two stud dress shirts are only worn by the lower middle classes now. Harbrow's, one of the very best firms in town, ranking far above the last named, keep the most amusing shirts on show until they become perfectly fly blown.

All these eccentricities in the middle of the fashionable trading part of London might easily lead the incautious or the uncautioned visitor from the States astray.—*London Correspondent of the Haberdasher.*



## READY-MADE ADVERTISEMENTS.

Readers of *PRINTERS' INK* are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

THE JOURNAL PRINTING COMPANY.

MIDDLETOWN, O., July 31, 1905.

Editor *Ready Made Department*:

MY DEAR SIR—I am sending with this letter six ads I wrote for a cobbler and hope you'll think them worthy of mention. Cobblers as a rule are not printer's ink advertisers and I think these ads would be a benefit to any mender of shoes who runs them and keeps right on doing good work and telling about it.

Mr. Littlejohn realized very satisfactory results and gladly paid for the copy. While the ads are a little "amateurish" and show an effort to be clever, still I think there is adequate information and sufficient convincing power to overbalance the foolishness.

If I were to rewrite them now, there would be more *reasons why* and *prices*—we all learn by study and experience. The Probst ad is one I wrote last week, the others three years ago.

I owe your magazine more than I realize for the HELPS gleaned, perusing nearly every copy for the past six years. It is one of the magazines no person interested in advertising in any of its phases can actually afford not to receive and READ and literally digest.

Very sincerely yours,

L. S. LANGLEY,

Advertising Mgr. the *Daily Journal*.

There are few, if any, lines of business that are so seldom and so poorly represented in the news papers as that of shoe repairing or cobbling, and it isn't easy to understand why this should be so for practically every man, woman and child that wafks is a possible customer. The cobbler who cobbles well and knows how to say so has little or no excuse for failing to tell of it in the newspapers. If he has all the work he can do, which is probably the excuse that many of them would offer, he can hire another cobbler (who can, perhaps, "cobble" quite as well under his skilled direction) and pocket a profit on his labor. The ads might be somewhat better, they might be a great deal worse, and, as Mr. Langley says, he could improve them if he were

to rewrite them, which is true of most everything that anybody writes. But they are very good ads for their purpose, as those reproduced below will show, and there seems little to criticise except the absence of prices, which because of their absence may be thought to be higher than they really are. If they are higher, it would probably be a good idea to print them just the same in connection with talk about superior materials and workmanship, for there are plenty of people who are willing to pay a little more to get a little more or a little better in the things they buy. I believe this first ad would have been better if it had started with the headline "I use oak-tanned leather for soles," instead of "Home again from the cobbler's" which fits the cut all right but fails to convey any definite or useful information. All the talk about a surprise in each package and tricks of magic is a waste of words and really has nothing to do with the subject. In fact, the first sentence is misleading, and the second, in correcting it, introduces a suggestion of tricks, which is undesirable and unnecessary. None of these faults are fatal, however, and Mr. Littlejohn will attract trade just because it is so unusual for a cobbler to advertise at all, and perhaps without much regard to just how he says what he has to say:

### HOME AGAIN FROM THE COBBLER'S.

A surprise in each package going from my shop. Don't infer that I'm performing tricks of magic—its tricks of cobbling I'm up to.

I use Oak-Tanned leather for soles, because its more pliable and tougher than Hemlock, which is stiff and hard. Oak-Tanned leather costs me one-third more, but not you.

THE COBBLER,

Frank S. Littlejohn,  
Shop at G. G. Grant's.



WELL, I SWAN!

You'd hardly think these nice, new-looking shoes—fresh from *The Cobbler*—had seen six months' wear.

I'm mighty glad I read *The Cobbler's* advertisement.

Guess my last winter's shoes are good enough to resole and the boys' school shoes had better go along, too.

Why don't you send your shoes to

THE COBBLER,

Frank S. Littlejohn,

Shop at Gail G. Grant's.

*Another Line that the Druggist Generally Leaves to the Grocer and that Neither Advertises Half Enough.*

Pickling Spices

The delicacy and appetizing qualities of your various pickle recipes depends on getting our kinds of spices. Mixed spices are now largely used, and the merit of these lies in proper combination of the various spices used and in their purity and strength. You want the mixed-to-please; not the mixed-to-sell kind. We have the excellent sort, and all other pickling items as well:

Corks, Curcuma, Sealing Wax, Paraffin, etc.

KINNER & BENJAMIN,

Druggists,

173 Main St.,  
Danbury, Conn.

*Here's a Good Ad for an Optician, From the Binghamton (N. Y.) Leader.*

Can You See?

I know a man who for years was totally blind in his left eye, and didn't know it. Such a case is rare; but there are hundreds of persons who cannot see as clearly as they should, who do not realize what a blessing perfect sight would be. Let me examine your eyes. If glasses will help, I will fit them properly at moderate cost. If you do not need glasses I will tell you so. In either case, the examination will cost you nothing.

JUD S. NEWING.

For 25 years, a practicing optician and refractionist.

86 Court Street,  
Binghamton, N. Y.

*A Prize Scheme to Sell Photo Paper, From the Washington (D. C.) Star.*

Three Cash Prizes

\$10 for the best print on our Anti-Trust Paper. \$5 for the second best print on our Anti-Trust Paper. \$5 for the best roll of Ansco film negatives. Contest closes July 15, 1905. Anti-Trust Photo Papers and Films are the best. Get next and save money.

M. A. LEESE,

Manufacturing Optician,

614 9th st. n. w.

Washington, D. C.

*A Good Telephone Ad, from the Tioga (Tex.) Tribune.*

Don't Travel;  
Talk, It's Cheaper

A time saver is a money maker for busy people. Don't take up your valuable time walking when a telephone costs you only 5c. a day. Your house might catch fire or your folks get sick, then a telephone might be worth more in one minute than it would cost in many years. I have an interesting proposition for the country people. Come to see me when in town.

R. P. WILSON,

Tioga, Tex.

*More Ads of This Sort Would Result in More and Better Business for Builders. From the Grand Rapids (Mich.) Evening Press.*

We Will Most  
Cheerfully Give

to prospective builders or to property owners generally the benefit of our extensive practical experience in suggesting, planning and executing anything in building, altering or repairing, for the sake of better acquaintance that will result. Your inquiries are always welcome and incur not the slightest obligation to engage our services.

JONATHAN MARTIN & SONS,

Architects and Builders,

Phone Citizens 6566.

24 Kellogg Street.

Grand Rapids, Mich.

THE A. B. CHASE CO.,  
Manufacturers of Pianos, Organs,  
NORWALK, Ohio.  
*Editor Ready Made Department:*

We are inclosing to you a page taken from the July issue of *Alkaloidal Clinic*, a journal that reaches the greater number of the better class of physicians the country over.

As this page is a little out of the ordinary, pulling a different string than anyone else has ever pulled, and inasmuch as your "Little Schoolmaster" reaches a large number of our dealers throughout the country, we thought it might be interesting and profitable to discuss the page. We have the very highest admiration for PRINTERS' INK. The only thing we would like to see done, and perhaps this is selfish, is to bring in more piano advertising. There seems to have been comparatively little said about this. I think we have all of us dropped into a rut, perhaps, and perhaps a little shaking up through your columns would help out.

With best wishes for your continued success, we are, Yours truly,

THE A. B. CHASE CO.,  
Geo. M. Burdick.

The ad below seems to strike a new key in piano publicity—certainly it contains points that are not often, if ever, made and they are very nicely put. But, however true the statements made and however smoothly written, I doubt that it is good advertising. Without knowledge as to how often pianos are prescribed by anybody but piano dealers, I question that the physician is very seriously impressed with its healing powers, and whether, if he were to recommend a piano, all the advertising in Christendom would convince him that the Chase piano would effect a cure any quicker than some other make that is sold by a local dealer who is also his patient. If the appeal is intended more for the doctor than in behalf of his patients, it would better adopt a different tone, be addressed to Mrs. Doctor and printed in some publication that she reads or mailed to her direct. That is the quickest way to reach the doctor and his money. If I am wrong about this; if the prescribing of pianos and musical treatment is such a common practice among physicians as to justify a page ad in the doctors' professional paper, I shall be glad to be set right in the matter. Even then I shall not be easily con-

vinced that he will recommend any particular piano on the strength of this advertising alone, though I have no lack of faith in the power of advertising. Here is the ad, and a very creditable job it is. If it will pull anywhere, I believe it will pull best in the daily papers or the magazines, cutting the doctor out of it entirely:

#### A. B. CHASE PIANOS.

Their Music as a Remedial Agent.

The value of the Musical Treatment is not new. Its efficiency, however, depends largely upon the instrument employed.

Physical and mental development depend upon vibration. Vibration is life.

There is a rhythm in the music of A. B. Chase Pianos that elevates the ideals, develops healthy nervous activity, thrills the soul, arouses the finer musical sensibilities, and causes the system to vibrate in unison with happy imaginings. Health results.

To the man whose home coming is attended with ruffled spirits induced by the buffetings of business; to the woman whose uncertain nerves are a menace to the happiness of the fire-side, the tuneful notes of the A. B. Chase Piano come, as a gentle evening zephyr, to beckon quiet and rest.

The Tone Quality of A. B. Chase Pianos may be varied, like the electric impulse, and delicately adjusted to the needs of the most nervous and excitable.

Try one in your home, prescribe them in your practice, and note results.

For further particulars, and "Partial List of Prominent Purchasers" write the manufacturers.

THE A. B. CHASE CO.,  
Norwalk, Ohio, U. S. A.

*A Good One From the Indianapolis (Ind.) News.*

#### It Just Fits

No matter how deeply engrossed a business man may be with his work, the hours he spends in his desk chair will tell on him, if it is one of the awkward, ill-fitting sort.

A chair like the one illustrated, which is a patented design, will help him to do better work and do it more easily.

It is known as the "Bank of England" pattern. We have it in a great variety of sizes and finishes. Some have wooden seats, others perforated or stuffed leather seats. This one costs only \$11.

Other revolving desk chairs from \$3.75 up.

BADGER FURNITURE CO.  
Indianapolis, Ind.

*An Ice Ad That Makes Its Point and From the Hobart (Okla.) Daily News- Stops. Republican.*

## Glen Willow Ice Is Economical

By artificial methods the cakes are frozen solid and the soft snow so common in the ordinary kind is almost entirely eliminated, thus saving the ice from melting quickly. You'll soon note the difference if you use it regularly.

GLEN WILLOW ICE  
MFG. CO.,  
Manayunk, Pa.

*Barring Some of the Slang, This Seems a Very Good Ad. It Has the Quality of Earnestness and Being Signed by the Manager Makes it Appear More as a Personal Appeal. From the Milwaukee (Wis.) Journal.*

There are so many good things about my clothing at \$15 that I hardly know which points to put you next to first—so many good points that stick out prominently in every garment.

"Stayed Pockets," as the merchant tailor calls pockets that don't "give," they are in Crown clothes, of course—"Concave Shoulders," like you read about in the monthly magazine advertisements; they are built into Crown clothes—"Silk interlining," at the knees of trousers to prevent "bagging" (you can't find this feature in trousers at many places about town)—and a hundred and one other things that I demand put in all garments when I go out buying clothes that are destined to bear the Crown label.

I've always got my lamps peeled for your interests when I go to market—I do this so that when I sell you once I will be benefiting myself forever—I have faith in the idea that when I do what's right to mankind I will never get the bad end of the stick—I will never have the hooks thrown into me.

I don't know of a better way to deserve the success I am having than by hanging on giving out \$25 and \$35 values for men's suits, topcoats and cravenettes for \$15.

Yours for my continuous performance of better clothes at littler money,

The Manager.  
CROWN CLOTHIERS,  
Milwaukee, Wis.

## Billiard Players

I will give a prize—twenty-five good cigars—for the player making the highest score at 3-ball billiards during the month of March.

To the player making the highest score with 4 balls, I will give a prize of fifteen good cigars.

Ten cigars for best pool player.

SHEPHERD'S POOL AND  
BILLIARD HALL,  
Hobart, Oklahoma.

*From the Daily Evening Item, Lynn, Mass.*

## A Chat About Raincoats

Do you own one? If not, come in and let us show you the advantages of this popular garment. No matter whether it rains or shines it's a good one to have in your wardrobe. Our kinds are made right, have style and are absolutely rainproof—\$10, \$12, \$15, \$18, \$20, \$22, \$25.

Legal Stamps.

JOHNSON'S,  
Lynn, Mass.

*A Good One for Coal, from the Halifax (N. S.) Daily Echo.*

## Your Hard Coal

last year was perfect, so I have no hesitation in ordering for the coming year."

This is the way a customer of ours of many years standing writes us when sending in his order for next Winter's supply. We have many such favorable opinions, voluntarily expressed by our Customers, on the Hard Coal which we supplied last year. As we are purchasing from the same source this season, we expect our Coal to give equally as good results next Winter as it did last, which was one of the severest this Province has ever known. Take time by the forelock and order from us now when prices are low.

S. CUNARD & CO.,  
Halifax, N. S.

# A Special Issue of Printers' Ink

SEPTEMBER 6, 1905.

**Press Day, August 30, 1905.**

For the primary purpose of obtaining new subscribers a copy of **PRINTERS' INK** for September 6—press day as above stated—will be mailed to 7,975 names, making a total edition for September 6 of approximately 23,000 copies.

The seven thousand nine hundred and seventy-five extra copies are sent to as many names, marked personal. Every copy so marked goes to an advertising manager or a member of a firm who is in charge of the advertising department.

This list is entirely new, compiled with great care, and embraces all kinds of advertisers. There isn't a dead or useless name in the bunch, and a follow-up campaign, extending over fully six weeks, for the purpose to convert them into readers of **PRINTERS' INK**, will be pursued. Every party addressed needs **PRINTERS' INK** and its helpful weekly suggestions and information, and many of them will be convinced of this fact by the time the Little Schoolmaster will let up on them.

If you are the publisher of a newspaper or magazine of character, one that has a story and facts worth presenting to an advertiser, you can find no better, no more effective and economical medium than **PRINTERS' INK**, and particularly no more advantageous single issue than the special edition above set forth.

If you were addressing a circular or a postal card to the same number of names it would cost you for postage alone \$79.75, not taking into consideration the expense for collecting the names, the printing and handling and following up of the list. A full page advertisement in **PRINTERS' INK** will do all for just \$40. If you can get your announcement in a half page it would cost only \$20, and if you can get along with a quarter page the cost would be as low as \$10.

In stating these facts it is perhaps pertinent to allude to the additional 15,000 copies of **PRINTERS' INK** in which your advertisement will appear in that issue, and also to the prestige which an advertisement that is given space in the Little Schoolmaster usually carries.

The same argument is true for any one else who makes or deals in anything which large and small advertisers use, or ought to use, in the conduct of their business.

Although the September 6 edition goes to almost eight thousand extra and especially valuable names, the usual rates only will be charged, as stated below.

**FORMS CLOSE AUGUST 30, 1905.**

## ADVERTISING RATES.

20 cents a line, \$3 one inch, \$10 quarter page, \$20 half page, \$40 for whole page. For advertisements in specified positions, if granted, double price will be charged. A discount of 5 per cent may be deducted if check is sent with order and copy.

**THE PRINTERS' INK PUBLISHING CO.,**

**CHAS. J. ZINCC, Manager,**

**10 Spruce Street (up-stairs) New York City.**